

Plain Talk

GULF STATES UTILITIES COMPANY

FEBRUARY, 1964



IN THIS ISSUE:

Board of Directors, in Action, February 7,

- Elects E. L. Bailey Treasurer
- Approves \$22 Million Construction Budget
- Appoints Four Other Employees Company Officers



James S. Turner
Editor

Bunch Eads
Associate Editor

Jasper F. Worthy, contributing editor, Baton Rouge; Hal Reagan, writer; Jack Shofner, artist.

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Production - Construction

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Grace Pauls	Line
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Bill Blanton	Neches Station
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Carolyn Theobald	Engineering
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Dorothy Gaus	Records
Gwen Thompson	Executive Dept.
Lily Walters	Engineering
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Margie Force	T & D
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Wilhe Cox	Riverside Station
Mary Ann Gauthier	Jennings
Cynthia Dubois	Lafayette
Jo Ann Burnett	Substation
Pearl Darbonne	Sulphur
Tyrelle Hill	Safety
Mary Rion	Engineering
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Edith Patterson	Line
Dora Ann Johnson	Nelson Station
Glenda Farish	Service
Diane Carson	Customer Accounting

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Jane Bazzoon	Cleveland
Dorothy Stanford	Huntsville
Bernice Falvey	Conroe
Betty Lynch	Madisonville
Roxanne Pry	Navasota
Kathy Ramey	Trinity
Betty Dowell	Calvert

PORT ARTHUR DIVISION

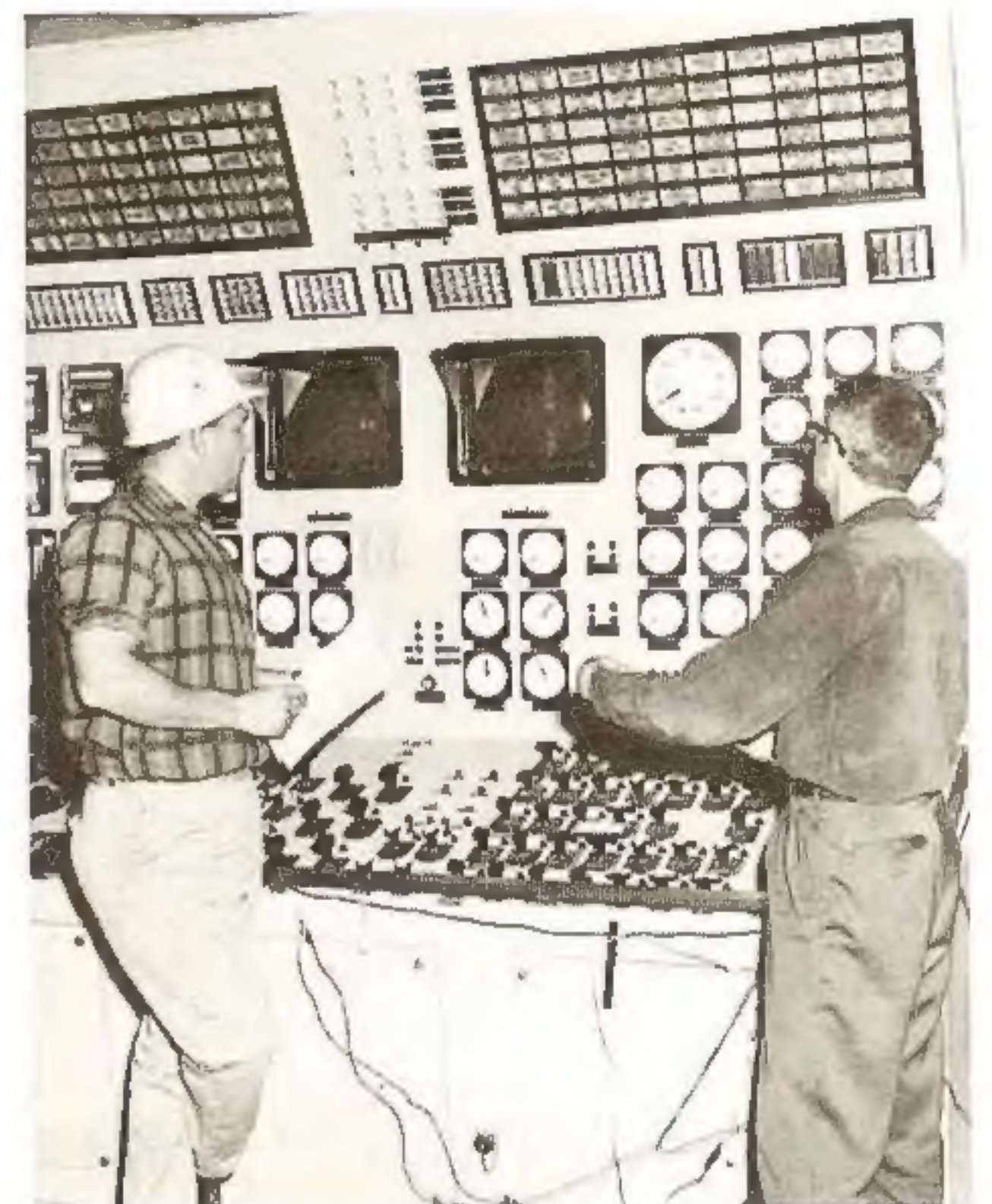
Rosemary Vaught	Port Arthur
Loraine Dunham	T & D
Elizabeth Whatley	Nederland
Helen Powell	Meter & Service
Jo Ann Landry	Appliance Repair
L. Marshall	Line Department

Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

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OUR COVER



NUMBER Two Unit at Willow Glen Power Station goes "on-the-line!" On January 16 our Company's generating capability soared to a record 2,181,000 kilowatts as the Production Department completed another major expansion project. This newly installed unit along with the Number One Unit, installed in 1960, brought the plant's capacity to 382,000 kilowatts. Located on the east bank of the Mississippi River some 20 miles south of Baton Rouge, Willow Glen Station is just another way our Company assures a fast developing segment of Texas and Louisiana of plenty of "dependable power" for industry, home and business. Here G. R. Reid, left, equipment operator, and Eddie Atkinson, control room foreman, make some checks as the new unit goes through its final shakedown before going "on-the-line." This new control board in the centralized control room tells what the Number Two Unit is doing.



This Isn't A Fantasy!

LET'S suppose that the astronauts found a cushy little uninhabited planet with plenty of oxygen, a good climate, fertile soil and a fine water supply.

Let's suppose that a million Americans started a new nation by migrating to this planet, taking with them all their movable possessions. To have a money supply they turned their currency into silver.

The silver was deposited in the banks that had been formed on their arrival.

A Money System

This gave them a money system—they could check their earnings in and out, or, if they chose, take it out in silver.

One of the first things they would have to do is elect a government and give it enough powers to protect their freedom but not enough to take it away.

One of those powers would have to be the power to tax because the only



FOR YOUR INFORMATION

money government has is what it takes from the people.

Now let's suppose that some of the politicians did not want government spending to be limited to tax money.

I.O.U's for Checking Balances

Let's suppose that they said: "The government must have the power to get extra money by putting its I.O.U's into the banks and getting corresponding credit in return.

This would raise the question of whose money would be taken out of the banks when the government wrote its checks.

The answer would be: "Nobody's money. It would be newly created money. Every I.O.U. would be a legal addition to the bank's money assets."

This would raise the question of why the banks would be willing to do this.

The answer would be: "Because the government will pay the banks interest for accepting the I.O.U's and issuing the checkbook money."

Unearned Money and Value

This would raise the question of how this unearned money would get its value.

The answer would be: "By sharing in and reducing the value of all the other money."

This would raise the question as to how and when the I.O.U's would be paid off and the value would be restored to the other money.

The answer would be: "They might never be paid off. When they came due other I.O.U's would be substituted."

Taxes Hurt

This would raise the question of whether or not this was not only taxation but also confiscation of savings.

The answer would be: "In a way, but this is necessary because the people might not stand for more taxes at times when we needed more spending money."

This would raise the question of how the people could protect the value of their money.

The answer would be: "They couldn't." That would be controlled by government economists who would claim to be the best judges of what it should be. Moreover, if the economy expanded fast enough, the people never notice it.

A Crazy Idea

Let's suppose that somebody then said: "This whole idea is crazy."

The answer would be: "Not at all. This is what has been done in the United States ever since it abandoned gold—redeemable money."

This raises the question as to whether the American people have gone crazy.

You'll have to answer that one.

—Reprinted through courtesy
of the American Economic
Foundation

Electricity DOES Power Progress

KILOWATTHOUR use per manhour has increased nine times since 1920, from 1.21 kilowatthours to 11.93 kilowatthours in 1962, indicating electricity's effectiveness in performing tasks in manufacturing industries formerly accomplished by less efficient methods.

Production output in 1962, according to the Federal Reserve Board Index of Manufacturers, was over four and one-half times annual production in 1920. During the same period, power use per FRB Index was over two and one-half times that in 1920, with a 16 per cent gain per Index between 1952 and 1962.

A nation's real economic progress is measured in its productivity, so hat's off to that energetic Reddy Kilowatt family.

—JST

New Company Treasurer Elected; \$22 Million Construction Budget Announced; Four Employees Appointed Company Officers

*... by Board
of Directors
meeting in
Lake Charles,
February 7*



Mr. Bailey



Mr. Stokes

THE board of directors of our Company met in Lake Charles, February 7, and took the following action:

- (1) selected five employees to be officers of our Company;
- (2) approved the 1964 construction budget of \$22,000,000;
- (3) declared a quarterly dividend of 31 cents a share on the more than ten million outstanding shares of common stock;
- (4) declared regular quarterly dividends on the eight series of preferred stock.

New Officers Named

E. L. Bailey, assistant treasurer since 1957, was elected treasurer of the Company to succeed Glenn E. Richard, former treasurer, who was elected president of the Company on December 16.

J. M. Stokes of Beaumont was elected assistant secretary. He has been assistant personnel manager since 1962.

Two System Treasury employees in Beaumont were elected assistant treasurers. They are D. K. Clubb, formerly tax and budget accountant, and John Harrop, formerly general accountant. Robert L. Wynne, Jr., formerly an assistant secretary in Corporate and Finance, Beaumont, was also appointed assistant treasurer.

Construction Budget Set At \$22 Million

The \$22 million construction budget includes about \$4 million for construction projects that were under way prior to 1964 and the rest is for new work to be started this year.

The 1964 expenditures are part of a \$128 million four-year construction program our Company has undertaken to

make certain there is always an ample electric power supply to meet the growing requirements of our 307,000 customers. To stay ahead of the increasing demands for power, our Company has invested more than \$212 million during the past five years in new or enlarged facilities.

The four-year period will see a 440,000 kilowatt generating unit placed in service at Sabine Power Station by November, 1966. The addition of this unit will increase our generating capability to 2,631,000 kilowatts, almost twice what it was at the end of 1961.

E. L. Bailey Named Treasurer

A native of Litcher, Louisiana, Mr. Bailey was employed by the Baton Rouge Electric Company, a predecessor company in Baton Rouge, in 1928. After progressing through various accounting positions in Baton Rouge, he was transferred to Beaumont as senior accountant in 1948, advancing to supervisor, general accounting in 1950. In 1953, Mr. Bailey was transferred to Lake Charles as chief clerk of the divisional office there. He returned to Beaumont in 1957 as assistant treasurer.

In 1958, Mr. Bailey attended a Public Utilities Management Training Program at the University of Michigan and, in 1963, he completed the University of Pittsburgh's Graduate School Business "Management Program for Executives."

Mr. and Mrs. Bailey have two children, a daughter, Sandra, and a son, Brian, both students at Beaumont High School. The Baileys attend St. Anne's Catholic Church. He is a member of the National Office Managers Association, Exchange Club, Beaumont Chamber of Commerce and Young Men's Business League and is active in church and civic affairs.

Mr. Stokes With Company Since 1936

Mr. Stokes is a native of San Antonio and attended public schools there and in Victoria where he also attended Victoria Junior College. He received his LL.B. degree in law in 1939 from East Texas College of Law and was admitted to the practice of law in 1940.

Mr. Stokes was employed by GSU in 1936 in Beaumont and progressed through several positions in the Engineering Department before transferring to the Advertising Department in 1945. He was made assistant advertising director in 1947 and became supervisor of employee publications in 1950.

He was promoted to claim agent in 1956 and the following year to system claim director. He was promoted to the position of assistant personnel manager in 1962.

Mr. Stokes completed the Harvard School of Business Advanced Management course in 1960 and the Public Utilities Management Course of the University of Michigan in 1957. He is a member of the Texas Bar Association, the Beaumont Chamber of Commerce, the YMBL and the YMBL Key Men's Club and is former president of the Advertising Club of Beaumont. He is an elder in the Westminster Presbyterian Church.

Mr. and Mrs. Stokes are the parents of two sons, 1st Lt. James Stokes, a West Point graduate now with the U. S. Army in Germany, and Bill, a junior at Beaumont High School.

Mr. Clubb Joins Accounting in 1921

A native of Beaumont, Mr. Clubb attended South Park and Beaumont High Schools. He was employed by Eastern Texas Electric Company, a predecessor company, in 1921, and progressed through various accounting positions. After dissolution of the Eastern Texas Electric Company in 1937, he was assigned to the Treasury Department and has been employed as statistician, administrative assistant and tax and budget accountant.

Mr. and Mrs. Clubb are members of St. Mark's Episcopal Church. They have one daughter, Mrs. C. H. Monkhouse of Beaumont. Mr. Clubb has served on the board of directors of the Beaumont Chapter of the American Red Cross and is a member of the Beaumont Chamber of Commerce, Young Men's Business League and the Business and Professional Men's Club.

Mr. Harrop Began Career in Lake Charles

Mr. Harrop is a native of Winnfield, Louisiana, and started working in 1933

as an office boy in the Accounting Department in Lake Charles. After progressing through various jobs he was transferred to Baton Rouge in 1938 where he worked in several accounting positions. In 1948, he was transferred to the Treasury Department in Beaumont and has worked in the Plant Accounting, Financial Report Section and Statistical Department. In 1956, he advanced to general accountant.

A graduate of Landry Memorial High School in Lake Charles, Mr. Harrop received accounting training from LaSalle Extension University, attended vocational courses at Louisiana State University and Lamar State College of Technology and completed a management course at LSU.

Mr. and Mrs. Harrop have four children and are members of the St. Anthony's Catholic Church.

Mr. Harrop has been active in Beaumont's youth baseball program and is past president of the YMBL Little League, Beaumont National Pony League and Beaumont Colt League. He is a member of YMBL, the Beaumont Chamber of Commerce and the YMCA.

Mr. Wynne Named Assistant Secretary in 1960

A native Beaumont, Mr. Wynne received his education in Beaumont schools and attended Lamar State College of Technology. Prior to his employment in 1938, as customer's account clerk, he was associated for six years with one of the nation's largest brokerage firms. Mr. Wynne advanced through several accounting jobs in the Treasury Department, and was promoted to general accountant in 1953. He advanced to assistant chief clerk in 1954. In 1956, he was transferred to the Statistical Department as administrative assistant and was promoted to staff accountant in 1958.

In 1960, he was transferred to the Corporate and Finance Department and was appointed assistant secretary.

Mr. and Mrs. Wynne have three children. Mr. Wynne is active in civic and community affairs and is a member of the First Methodist Church, the Beaumont Chamber of Commerce and the YMBL.

Directors attending the board meeting, in addition to Chairman Morrison, were Munger T. Ball of Port Arthur; F. F. Johnson and Edward H. Taussig of Lake Charles; Charles P. Manship, Jr., Eldon A. Werner and Richard O. Wheeler of Baton Rouge; Roy S. Nelson, Benjamin D. Orgain, Glenn E. Richard, Elbert L. Robinson and Lewis M. Welch of Beaumont and Edwin W. Hiam of Boston, Mass.



Mr. Clubb



Mr. Harrop



Mr. Wynne

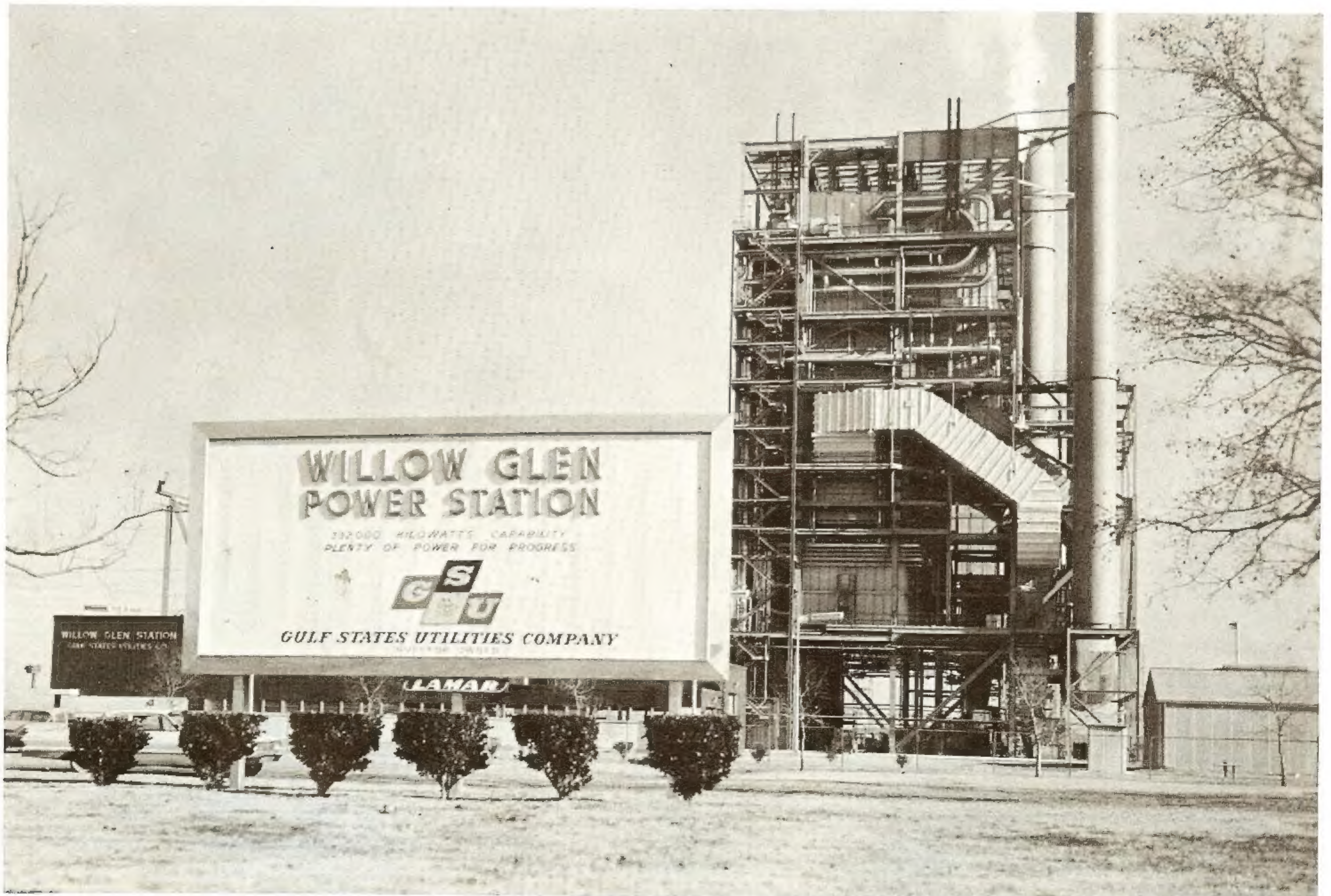
"On-the-Line!" For Willow Glen Number Two

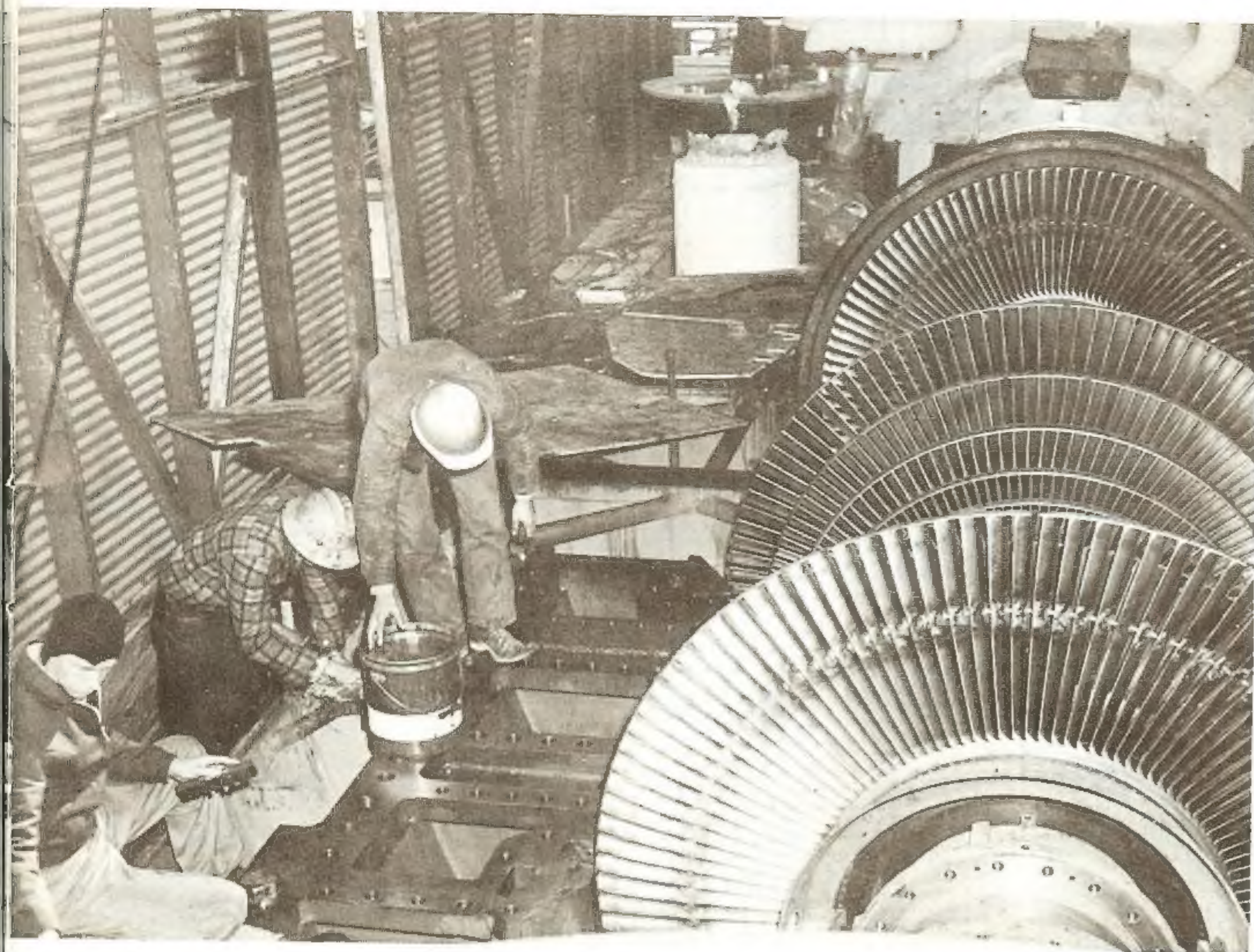
*. . . becomes 29th unit
added to system since
Neches Number One began
generating in 1926*



SECOND UNIT GOES "ON-THE-LINE." On January 16 the switch was turned on putting into operation the Number Two Unit at Willow Glen Power Station, south of Baton Rouge. The new unit pushed the plant's capability to 382,000 kilowatts and the system capacity to 2,181,000 kilowatts.

READY TO GO. That's what Leo Herrington, master repairman, Willow Glen Station, seems to be saying after making a thorough inspection of the stationary low pressure blades. GSU'ers worked shoulder to shoulder at times with the installation crew.





NEW UNIT IN PLACE. Construction workers put final touches on the intermediate and low pressure turbine rotaries only days before the new Number Two Unit went "on the line" to boost our Company's generating capability to an all-time high of 2,181,000 kilowatts.

ONCE more proving that the slogan "Plenty of Power for Progress" is more truth than fiction, our Company's installed generating capability soared to a record 2,181,000 kilowatts upon completion of another major expansion project in January.

Our generating capability shot upwards on January 16 when the new Number Two Unit at Willow Glen Power Station was given the green light to go "on the line." With the addition of the 220,000 kilowatt capacity steam electric generating unit, Willow Glen pulled nearer its bigger and older sister plants with a new installed capacity of 382,000 kilowatts.

Nestled on the east bank of the Mississippi River some 20 miles south of Baton Rouge, Willow Glen is now as large as Louisiana Station and ranks close to Roy S. Nelson Station (384,000 kilowatts), Sabine Station (460,000 kilowatts) and Neches Station (487,000 kilowatts) in electric generating capability.

Our Company's sixth power plant, Riverside Station, is a peaking station with an installed capability of 82,000 kilowatts.

Began Operations in 1960

Willow Glen, whose Number One Unit went "on the line" in 1960, represents an important part of our continuing expansion program, one which has seen our Company's generating capability increase over ninefold since the end of World War II.

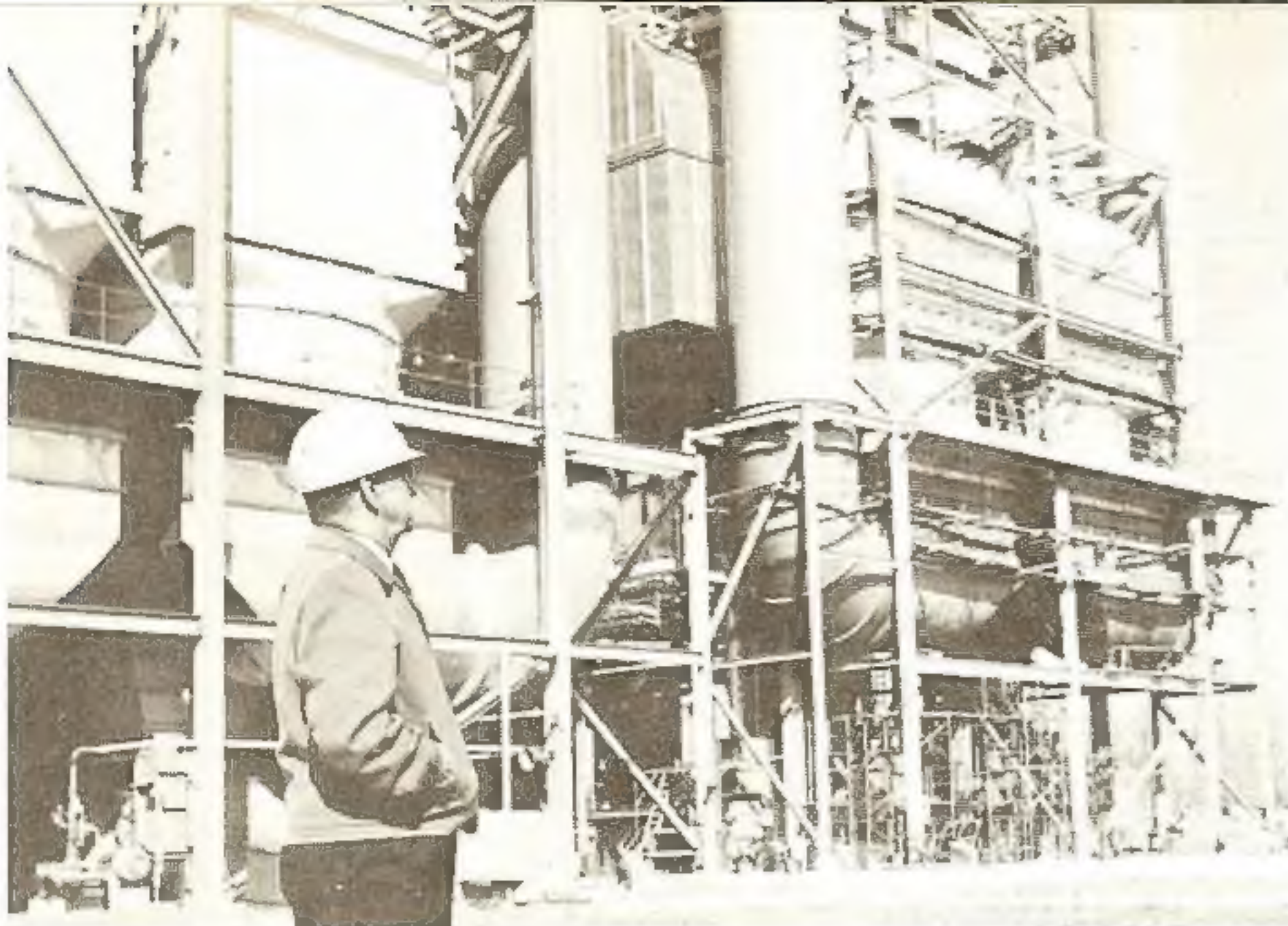
By 1966, our Company plans to have a total generating capability of almost 2,600,000 kilowatts.

The new Willow Glen installation includes a steam generating unit or boiler and a steam tur-

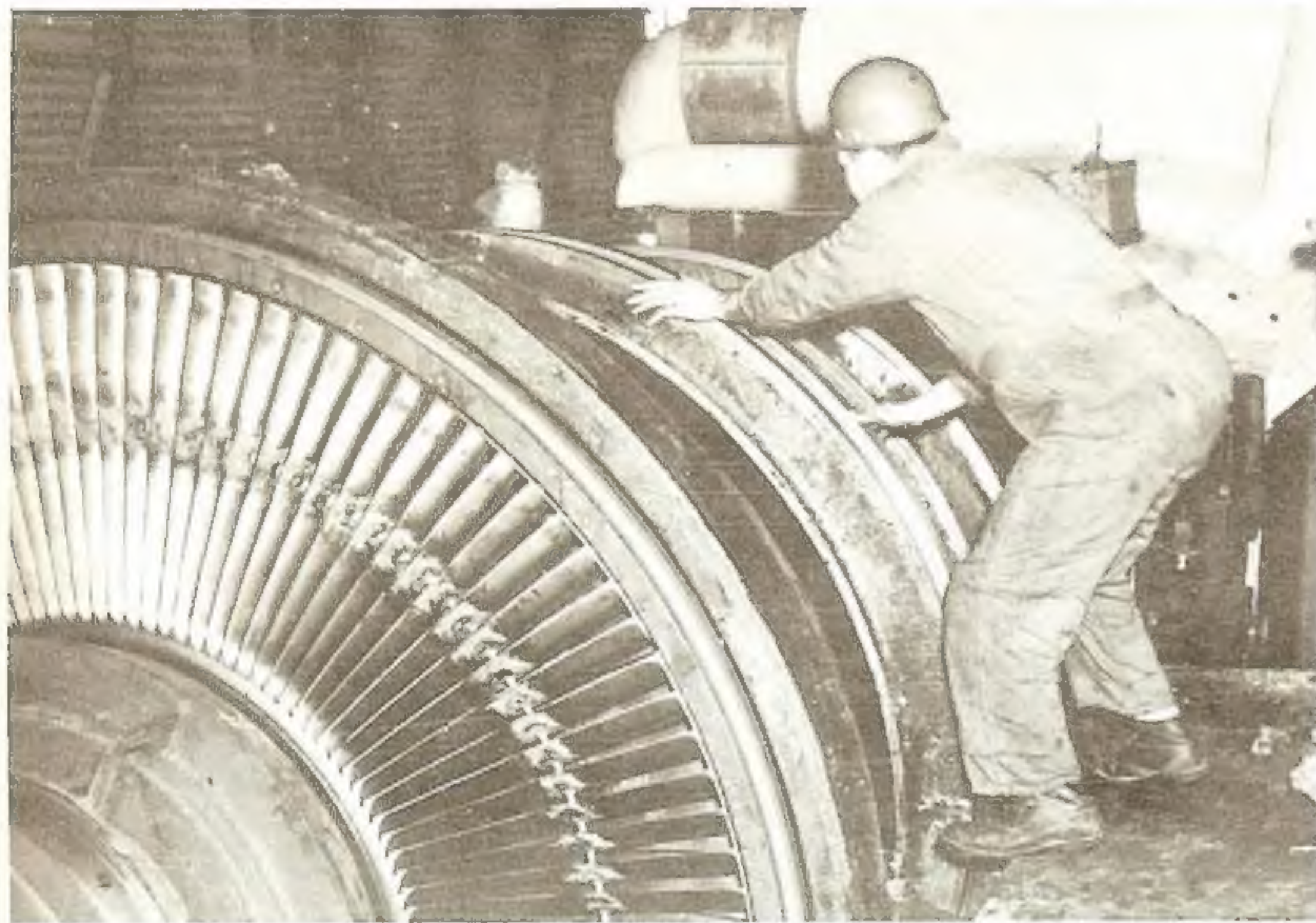
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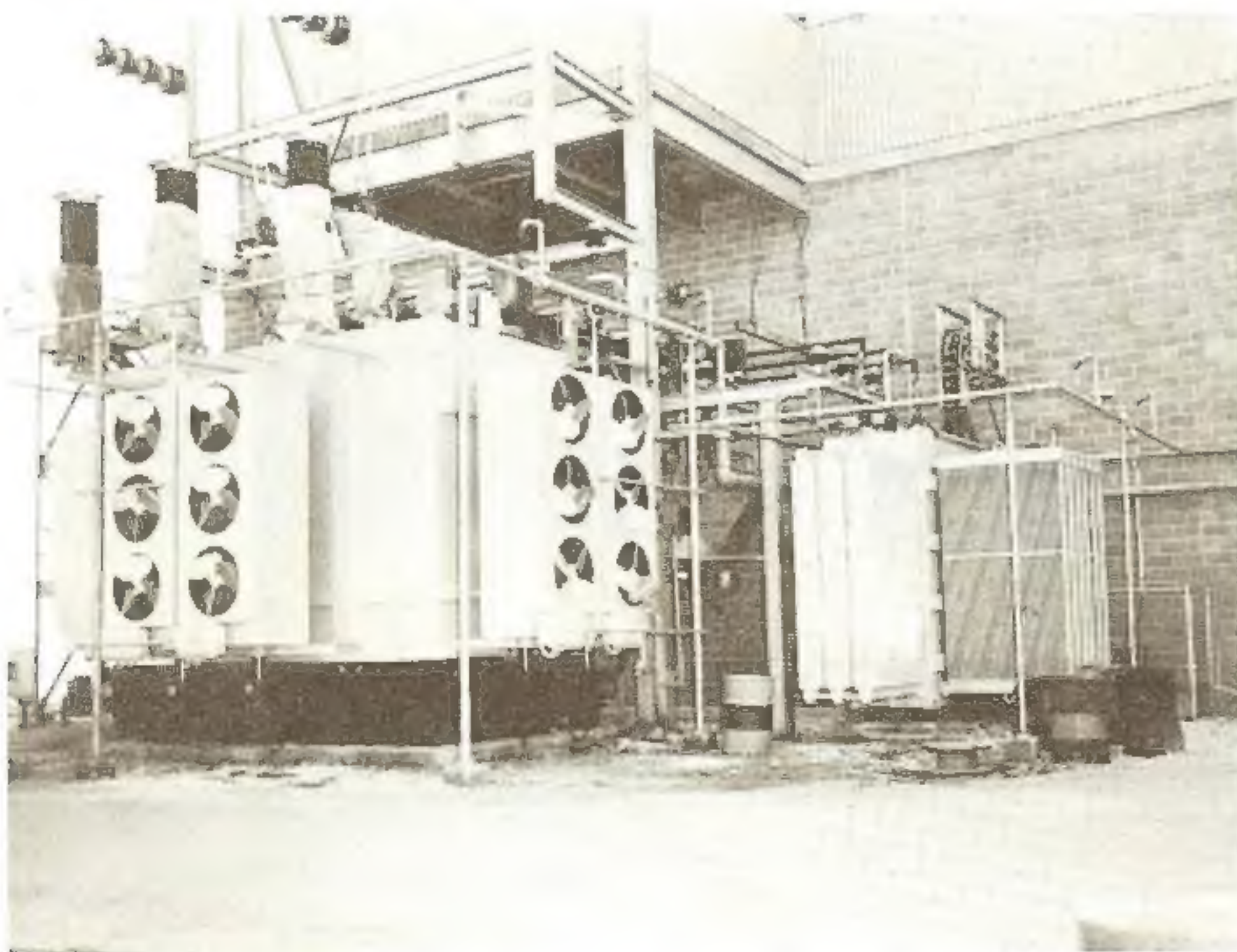
PUTTING 200,000 KILOWATTS ON THE LINE. E. A. Werner, vice president and manager of Baton Rouge Division, adjusts the throttle on a 220,000 kilowatt generator as it is "put on-the-line" at Willow Glen. The estimated \$17 million unit took almost two years or approximately 650,000 manhours to install.



LOOKING OVER CONSTRUCTION. A. J. Matherne, superintendent of Willow Glen Station, takes a moment to look at the new Number Two Unit, pictured at extreme right. The station's original Number One Unit is at left.



CHECKING THE ROTARY—A construction workman gets a close-up inspection of the new unit's intermediate pressure turbine rotary. The turbine kicked off January 16 to boost Willow Glen's stature in our Company's power station complex.



VITAL SIDE EQUIPMENT. Pictured above is the main unit transformer, left, and the station service transformer, right, located adjacent to the new Number Two Unit at Willow Glen. At the right is the boiler feed water pump.

(Continued from page 5)

bine generator together with auxiliaries and supporting structures, step-up transformers and extension to transmission substation. The total cost will be over \$17,000,000.

Took 650,000 Manhours to Construct

Final tabulations, according to R. J. Robertson, construction manager for production, will show that 650,000 manhours of labor went into the installation of the new Number Two Unit. It will represent an estimated construction payroll of about \$3,000,000. Approximately 370 men were still on the site as final bolts went into place last month.

The steam generating unit or boiler is fired by natural gas with light fuel oil being employed as standby or emergency fuel, according to Mr. Robertson. The steam turbine generator, manufactured by General Electric Company, will deliver a maximum of 270,000 kilowatts after deduction of auxiliary use. Six stages of extraction for regenerative feed water heating will be used.

The steam exhausted from the turbine will be condensed in a Foster Wheeler surface steam condenser, rejecting the latent heat at a vacuum of approximately 28 inches to cooling water pumped from the nearby Mississippi River to which it is returned.

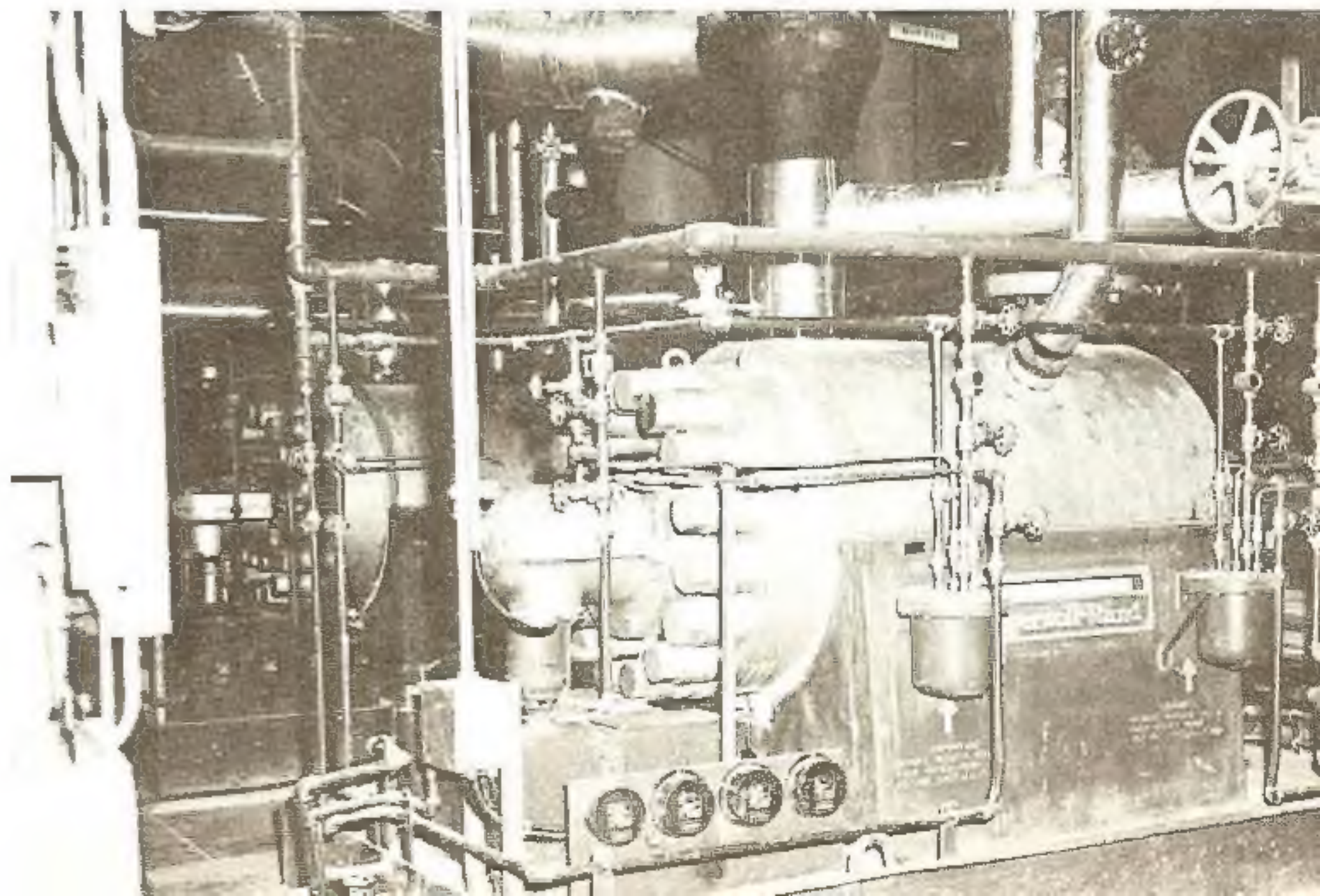
Uses Central Control Room

The new Willow Glen unit is being operated and controlled from the central control room, using largely the same operating personnel provided for the first unit. A complete central information system providing monitoring, alarming scanning, computing and data logging using a Daystrom digital computer system is being used.

And with an eye on the future as always, our Production Department made provisions for future conversion to fully automatic control.

Upon completion of the Number Two Unit, Willow Glen Station began using natural gas at full load at a rate of about 90,000,000 cubic feet of gas per day which is supplied by United Gas Pipeline Company. A large water treating plant for softening and demineralizing deep well water used for boiler feed makeup is supplying the requirements of both units. Cooling water is carried from the Mississippi River in massive pipe lines large enough for a man to walk through.

Willow Glen Station, our Company's fifth ranking plant in terms of seniority, probably hasn't seen its last bit of news making. Chances are that the modern installation will be back in the lime-light in a few years since it was designed to allow for the addition of up to 2,000,000 kilowatts of capability.





HAVE WORKED ONE-MILLION SAFE MANHOURS. On December 4, the employees of the Baton Rouge Gas Department completed a safety record begun January 3, 1959, of 1,000,000 on-the-job manhours without an accident. On January 1, the Gas Department employee's safety record had been extended to 1,015,616 safe manhours.

*Gas Department records
million safe manhours . . .*

Baton Rouge Employees Continue To Set Safety Records On the Job

THE employees of our Company's Baton Rouge Division continues to set safety records.

In recent months, the Baton Rouge Gas Department attained a safety record of one-million manhours without an on-the-job accident, and two individual departments really totaled up a couple of impressive records. The Storeroom Department has worked more than 38 years without a lost-time accident. This is a record that goes back to December 1, 1925. The Gas Meter Department has a 40-year record of no lost-time accidents which began in 1923.

As of January 1, the Baton Rouge Division was a third of the way to a seven million manhour record. The division set a "world's record" for six million manhours without an on-the-job accident on October 16, 1963.

A chain is only as strong as its links! In order for the Baton Rouge Division to reach this "world record", each department had to do its job. Here, by way of recognition for the individual departments, is a scoreboard on how their manhours stacked up on January 1:

DEPARTMENTS	MANHOURS
Louisiana Station	1,535,521
Willow Glen	238,035
Gas	1,015,616
Baton Rouge T&D	2,221,315
Rural T&D	816,750
Total hours accumulated	6,326,320

Baton Rouge Division has received in recent months safety record recognition awards from the following associations: Southwestern Electric Exchange; American Gas Association; the Edison Electric Institute; and the National Safety Council.

The directors of our Company have awarded a couple of plaques to the Baton Rouge employees this past month for their outstanding safety records. They are: an award for "Outstanding Safety Achievement" to the Gas Department for their one-million safe manhours and "The President's Award" for the division's unparalleled on-the-job safety record.



PRIVATE ENTERPRISES AT WORK. This group of Baton Rouge teenagers is one of the two Junior Achievement companies our Company sponsors this year. This is our seventh year to support young people like this in operating their companies. Here the members of Kilcor conduct a business session during a recent executive night program for sponsoring companies. At the end of the JA year, after producing and selling their products, the miniature businesses will liquidate the company and pay a dividend to their stockholders if the venture was a success.

. . . our seventh year as a JA sponsor

Youth Profits From Private Enterprise

TAKE a visit to the Baton Rouge Junior Achievement Center on North Foster Dr., and you'll see a number of corporate presidents and officers—all under 18 years of age.

But more important—you'll talk with young people who are actively pursuing an understanding of private enterprises.

Kilcor and Patico are the two JA companies sponsored by our Company this year. In all, there are 24 learn-by-doing business enterprises in the Baton Rouge Junior Achievement program, supported and staffed by business and industrial leaders of the area.

A financial supporter of the JA program for seven years, our Company is helping give high school students training in American business through operation of their own companies. In these miniature businesses, organized along the lines of regular companies, the members sell stock, elect officers, choose a product to be sold, conduct their own sales program and, at the end of the JA year in May, liquidate the company and pay dividends if the venture is a success.

Employees giving freely of their time and knowledge while serving as advisers are Wilson Cazes, appliance repair foreman; and Steve Street, residential sales representative. Mr. Cazes is a production adviser for the several companies which meet on Tuesday night. Mr. Street is chief adviser for Kilcor, which also meets on Tuesday nights.

Officials of our Company visited the two companies on executive night to get a first-hand view of JA operations and to present the company charters and pins.



RECEIVES COMPANY CHARTER. Pat Marchiondo, president of Kilcor, is presented the company's charter by J. W. Kirkland, superintendent of sales, Baton Rouge.

GOING OVER THE RECORDS. Steve Street, residential sales representative and chief adviser to Kilcor, checks company records with Zondra Kyzar and Francis Soileau, both members of the JA company.





CHARTER PRESENTATION. Mr. Kirkland presents the charter to Bill Favaro, president of Patico, the second company sponsored by our Company this year.



MEMBERSHIP PIN AWARDED. Cooper Spengler, superintendent of the Baton Rouge Gas Department, presents JA pin to Miss Kyzar during the executive night program at the Junior Achievement Center.



DISPLAY PRODUCT. Greg Vice and Linda Gladney, Kilcor members, show Wilson Cazes, appliance repair foreman, their company's product, hot pads. Mr. Cazes is serving as this year's production adviser to several companies in the program which met on Tuesday nights.



PATICO PINS PRESENTED. R. H. Lawton, superintendent, Louisiana Station, presents pins to members of Patico during executive night.

PRODUCT OF PATICO. Joseph Butterworth, Humble Oil and Refining Co., chief adviser to Patico, and two Patico officers hold a couple of the company's products, a patio lamp and a set of cork coasters.

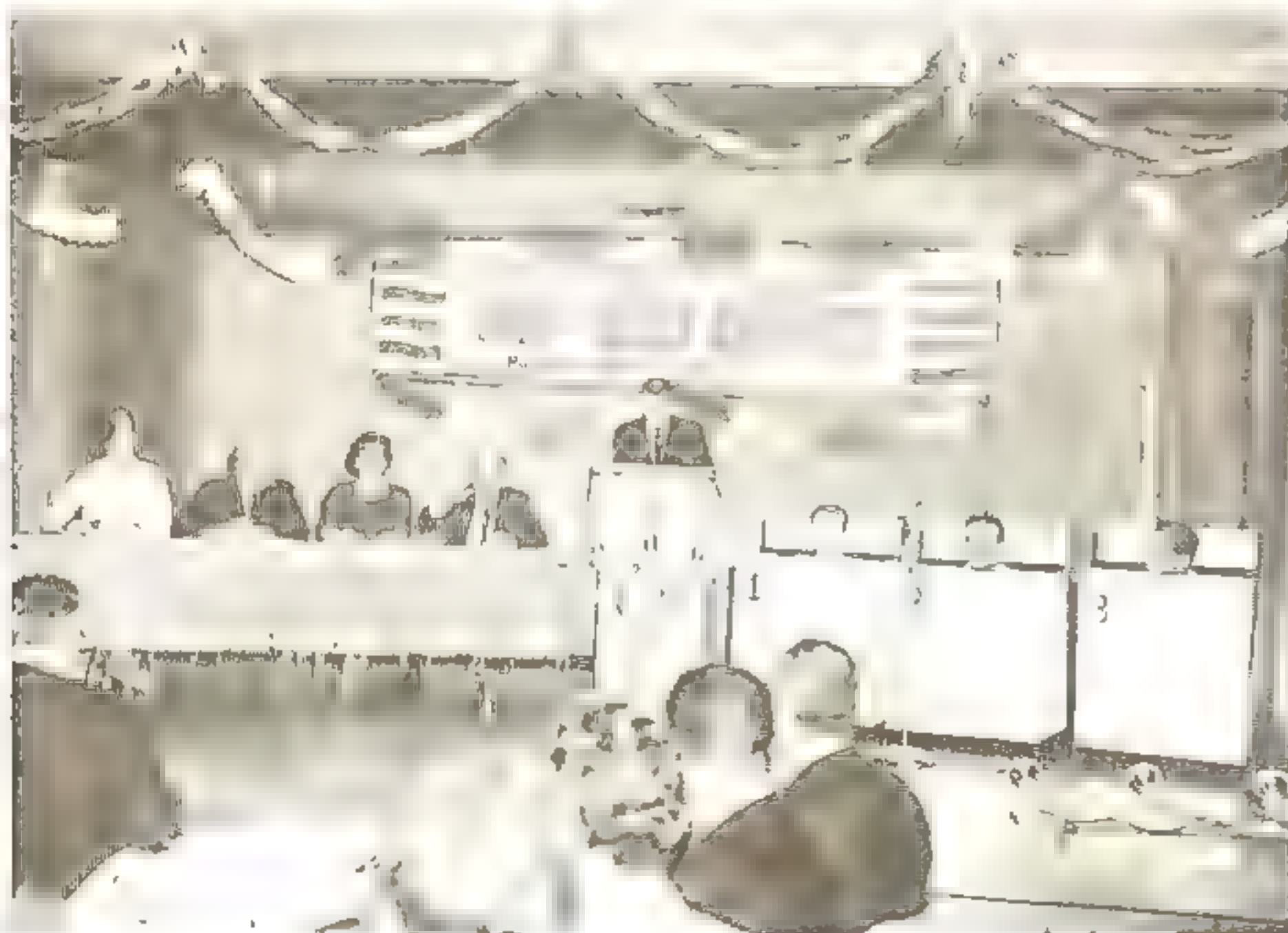


"Stumping for Our Kilowatt Candidate"

. . . at kickoff meetings over the system, sales campaigns urge appliance dealers to elect to sell more in '64 by voting the Reddy ticket



GETTING ON THE RK BANDWAGON. Leonora O'Neal, director of home service, Beaumont, Reddy Kilowatt (Cary deBessonnet), Herbert Aull, residential sales representatives, Baton Rouge, Joe DeJean, supervisor of residential sales promotions, Beaumont, Donald Hood, Aubrey Glover, and Charley Foss, all sales representatives in Baton Rouge, strum up a lot of enthusiasm for the "All-Electric" platform at the Baton Rouge dealer kickoff meeting.



ANSWERS CAMPAIGN QUESTIONS. During the Port Arthur kickoff meeting, one of the panelists, Jack Saxon, residential sales representative, answers a question from the floor. This section of the program, built around the television program "To Tell the Truth", featured Becky Jones, Port Arthur home service advisor, Sid Hebert, residential sales representative, Miss O'Neal, Mr. Saxon, Mr. DeJean, Calvin J. Jaetzold, James Fernandez, and George Myers, all residential sales representatives in Port Arthur.

"WILL THE REAL . . ." Three of the Beaumont panelists stand up during the television program to reveal their true personalities, an electric dryer-washer. On the program were Gwen Hansen, home service advisor, Ken Maxwell, residential sales representative, Miss O'Neal, Gene Tillery, residential sales representative, Mr. DeJean, Tommy Clark, Arthur Wilson, and Billy Creel, all residential sales representatives in Beaumont.



WHOOPIING IT UP FOR THE "ALL-ELECTRIC" PARTY. Out to get the dealer vote in Jennings were: Carolyn Mayer, home service advisor; Martin Wagnon, residential sales representative; Francine Delahoussaye, home service advisor; John Bordelon, residential sales representative; and Mr. DeJean.



A group of campaign hardened "politicians" from the System Residential Sales Department took to the trail last month to enlist the aid of the local "precinct workers" in getting out the vote for "The All-Electric" party in 1964.

All of the campaigning was part of a "grass-roots" plan to set up a "draft" during the big sixty-day flameless dryer campaign to get area dealers (the "local precinct workers") to "Sell More in '64".

This year's dealer kick-off meetings carried out an election theme and were held throughout our system from Baton Rouge to Navasota, Texas.

Out "blazing the trail" and enthusiastically expounding the innumerable virtues of our candidate—"Reddy Kilowatt, the Proven Servant of the People" were V. P. Gayle, residential sales superintendent, Joe DeJean, residential sales promotion supervisor, and Leonora O'Neal, home service director, all of Beaumont.

The kickoff meetings proved to be more than just an eat and run affair. Our Company's local residential sales employees showed considerable

talent for helping "get out the vote." They kept the "conventioners" on the edge of their seats by providing a variety of entertainment during the meetings.

After brief campaign speeches by Messrs. Gayle and DeJean on the behalf of our "candidate", the local "campaign workers" conducted their own version of the popular television show "To Tell the Truth." Each contestant "told the truth" about their secret. They all had a hidden personality which turned out to be a flameless electric clothes dryer.

Following this part of the program at the "All-Electric" party's convention, Mr. DeJean, with the help of Reddy Kilowatt, presented the five "planks" of the party's "platform" offered by our Company which the appliance dealers can use to "Sell More in '64."

Mr. DeJean urged the "delegates" to support the party's "candidate" and to tie-in their regular advertising with the "campaigning" of our Company during the present dryer campaign in an effort to make this election year the best ever.

SINGING THE MERITS OF REDDY. Entertaining the Lake Charles appliance dealers with their version of the "All-Electric" party's campaign song are: Philip LeDoux, Virgil Fuselier, residential sales representatives, and Joan Carter and Carolyn Mayer, home service advisors. In the background are: Tom Wagnon, Charley Callahan, and Fred Brumfield, residential sales representatives. All are members of Lake Charles Sales.



"IF YOU VOTE FOR MY CANDIDATE . . ." Mr. Aull makes a plea for his guitar-playing candidate, Reddy Kilowatt (Mr. de Bossonet), at the Lafayette dealers meeting. Mr. DeJean stands by to present the "planks" of the party.



DISTRIBUTE CAMPAIGN MATERIAL. C. W. Winborn, left, supervisor of residential sales, Navasota Division, and Bill Earthman, residential sales representative, Conroe, presented these Conroe area appliance dealers with campaign material following the program.



DISCUSS 1964 SALES PLANS. Four members of our System Sales Department presented key personnel with the highlights of our Company's 1964 sales program at the January department head meetings in Beaumont, Baton Rouge and Lake Charles. On the program were: K. E. Sutton, director of advertising, who discussed the advertising and public relations program; V. P. Gayle, superintendent of residential sales, who outlined the residential sales program; E. L. Robinson, vice president and general sales manager, who spoke on our general sales program; and L. V. Dugas, superintendent of commercial and industrial sales, who presented the commercial, industrial and area development phase of the 1964 sales program.

Telling the 1964 Sales Story

*... key company personnel learn
about sales program in January
department head meetings*

IN Department heads meetings last month in Beaumont, Baton Rouge and Lake Charles, key company personnel heard E. L. Robinson, vice president and general sales manager, V. P. Gayle, superintendent of residential sales, L. V. Dugas, superintendent of commercial and industrial sales; and K. E. Sutton, director of advertising, outline the 1964 sales program.

Factors for Area Growth

Mr. Robinson pointed out some of the factors that are so important in giving

our service area a reason for growing—the four deep water rivers—the Mississippi, the Calcasieu, the Sabine and the Neches—the Intracoastal Canal—all of which provide plenty of industrial plant sites, the Sam Rayburn Dam on the Angelina River above Beaumont and the Toledo Bend Dam on the Sabine River above Orange. All of these assure the area of adequate fresh water for industrial growth. He also pointed out that industrial growth along the Mississippi is almost unparalleled anywhere in the country and that Lake Charles is also extremely well situated.

"Sometimes I'm sure it seems to those of us in the sales end of things that growth is at a snail's pace. But, let me remind you that in a five-year period starting February 15, 1959, Gulf States installed three turbines in our Roy S. Nelson Station in Lake Charles totaling 384,000 Kw; two units in our Willow Glen Station at Baton Rouge totaling 392,000 Kw; and two units in our Sabine Station at Bridge City totaling 460,000 Kw. These seven units total 1,236,000 Kw. In addition, we have now announced our first 410,000 Kw unit—Sabine Number Three—for completion late in 1966, and will participate in a power exchange with TVA wherein we will get 215,000 Kw of capacity in 1967. We also expect to contract for the 50,000 kilowatts of peaking capacity of Sam Rayburn Dam and half the peaking capacity (40,000 kilowatts) from Toledo Bend Dam when available," Mr. Robinson told the audiences. "The point I'm trying to make is that if a territory isn't growing, you simply don't need to install over a million kilowatts of electric generating capacity in a five-year period."

After pointing out these factors and the role they play in our sales program—both present and future—Mr. Robinson urged that all employees help the Sales Departments in their efforts in every way possible. He concluded his part of the program with, "our employees have always been our best salesmen."

Residential to Sell Bigger Load Building Items in '64

Mr. Gayle brought out the fact that our 1964 residential sales program will be devoted to selling bigger load building items, such as water heaters, heating, heat pumps and medallion homes—along with two dealer campaigns on the electric range and dryer. He estimated that annual revenue from this program would be approximately \$1,000,000.

Mr. Gayle also pointed out that last year's sales in our service area closely parallel the upswing realized on a national level, which shows an increase in appliance sales of some eight per cent over 1962.

During 1964 the following appliances were added to our lines: 3,173 water heaters, an increase of 15 per cent; 816 heat pumps, which although showing a slight decrease over the previous year's sales, are largely a result of a leveling-off in homebuilding in the area we serve; 6,879 kilowatts of electric heating; and 2,543 medallion homes, an increase of 18 per cent.

New Advances In Electrical Goods

During his discussion Mr. Gayle reviewed some of 166 electrical appliances that are now on the market along with some of the features now included in the more familiar home appliances, such as, the frostless refrigerator, the quieter, more efficient window air conditioner, color television, and the new cabinet-type range. All of these things he said help to make the American home more than just a shelter.

"Don't underestimate the revenue of electronic and small appliances," he said "We estimate the average GSU family uses over 1,000 kilowatthours annually from more than 18 such appliances."

Mr. Gayle stressed how we must know facts involved in selling electricity over our competition. He said we must not only recognize the aggressive attacks of competition, but we should welcome them. They keep us alert and progressive. They challenge our sales ingenuity.

"Our sales representatives are doing a superior job of selling the plus benefits of 'Living Better Electrically' in the face of the dubious 'cheapness' of our competitors," he said.

With a series of slides he showed how our sales personnel are carrying out this job. "Our sales representatives and home service advisors, in order to do this superior job, must be well-informed, enough to discuss cooking rice with housewives, on to persuading a homebuilder to invest \$200,000 in ten speculative all-electric homes," he said at the conclusion of his talk.

Dugas Reviews Pages Of Commercial-Industrial Sales Book

Mr. Dugas began his sales presentation by reviewing the "final pages" of 1963.

Facing strong competition by gas companies in the promotion of engine and turbine generation, absorption air conditioning, heating, we sold 57,850 kilowatts of new commercial load, Mr. Dugas pointed out. That represented \$1,918,000 in annual revenues.

Commercial revenues amounted to \$23,362,900, an increase of \$919,600 over 1962—a 4.1 per cent gain. Mr. Dugas said the average annual use is 30,639 kilowatthours.

Advertising, sales promotion and training helped make last year a successful one, Mr. Dugas explained.

Looking Ahead In 1964

As for what's ahead in 1964, he said our Company will promote the All-

Electric Concept with new construction, of course, being the major target.

"There's an opportunity for a large increase in load in the 6,000 new commercial kitchens that go in operation each year in the United States," Mr. Dugas emphasized. A major kitchen represents from 75 to 600 kilowatts at an average rate of \$22.18 per kilowatt year in revenue. Pointing out that during the next five years one million families will move into new apartments of all types, high rise or garden type, Mr. Dugas said that we must see to it that they are all electric.

He went on to explain that all-electric apartments have an average annual use of 16,000 kilowatthours compared to the average apartment use of 2,000 kilowatthours per year.

Mr. Dugas said we plan to train our sales people and that we will take full advantage of the assistance available from our sales allies, particularly the manufacturers of utilization equipment.

Need to Know Our Competition

"We must be alert to competition," he said, "because they are wide awake and are actively promoting self generation and the installation of competitive prime movers.

In order to put us in a better competitive position, last October our Company reduced commercial industrial rates. Mr. Dugas expressed belief that our competitive position with the competitive companies was considerably improved with this rate revision.

Following an informative slide presentation, Mr. Dugas said that we do not foresee any difficulty in meeting the 1964 Industrial Revenue Budget of \$36,168,800—an increase of 7.3 per cent over 1963.

Sutton Speaks on Advertising Program

Mr. Sutton reviewed the many facets of our Company's advertising program during the meetings. He used a movie produced by the advertising personnel showing TV commercials, newspaper advertising, mail pieces, publicity and the company magazine as examples of the work done by the department.

Mr. Sutton cited some of the ways our Company, the industry, through its Electric Company Advertising Program, and Louisiana companies cooperative advertising program is combatting the abuses of the REA.

"Throughout our service area, in most advertising media, we are consistently seeking to broaden public understanding of problems we think concern their welfare as well as our own," Mr. Sutton told the key personnel. "We like to

think that our program, the ECAP program and similar programs of other investor-owned companies are contributing in a small way to a growing awareness of REA abuses and to the need to do something about it."

New Developments In REA Picture

Mr. Sutton went on to explain that the REA appears no longer to be quite the sacred cow it has been for so many years.

He pointed out that on the very day Mr. Kennedy was assassinated, the Comptroller General of the United States sent a lengthy report to both Houses of Congress listing many abuses of the REA in making electric loans. Among other things he recommended that co-ops use surpluses to pay off loans instead of investing the money. Also, he recommended loans be made for shorter periods where it is obvious a co-op can pay off sooner, thus saving taxpayer's money.

Both houses approved a \$425 million REA budget. However the Congress has directed the REA "to report to the Senate and House Appropriations Committee in writing, 60 days in advance, of acquiring or building generating plants of over \$2 million and major transmission lines and provide other information the Committee may request." Also, REA is now required by Congress to make surveys, before approving G&T loans, to determine where existing power contracts are unreasonable and to attempt to get the suppliers to be reasonable.

"Efforts to increase the two per cent interest rate failed," Mr. Sutton reported. "But, it is reported IRS is becoming curious about untaxed electric co-op profits."



"No wonder he gets all the business—he has a dishwasher and an air conditioner!"



NAMED SALESMAN OF THE YEAR. O. C. "Buck" Wingard, commercial sales representative, Orange District, receives congratulations from E. L. Robinson, vice president and general sales manager, upon being named "Outstanding System Commercial Salesman for 1963." System runner-up was Dolph McKeowan of the Baton Rouge Division.

. . . year-end sales reports

Wingard Named System "Salesman of the Year"

O. C. "BUCK" WINGARD, commercial sales representative, Orange District, was presented at the January department head meetings as the "Outstanding System Commercial Salesman for 1963."

Dolph McKeowan of Baton Rouge was named system runner-up. The presentation of these awards were made by E. L. Robinson, vice president and general sales manager, Beaumont.

Names 1963 Division Salesmen

Mr. Robinson also announced the division salesmen of the year for both Commercial and Residential Sales. The outstanding residential sales representatives are: Herbert DeLaune, Baton Rouge Division; Horace LaCombe (Lafayette), Lake Charles Division; Ray Pace, Beaumont Division; Billy Burke (Calvert), Navasota Division; and W. M. Ingwersen (Mid-County District), Port Arthur Division.

For Commercial Sales, the outstanding awards went to: Mr. McKeowan, Baton Rouge Division; Rufus Meir (Lafayette), Lake Charles Division; Mr. Wingard, Beaumont Division; Volz Elliott, (Huntsville), Navasota Division; and Buck Elkins, Port Arthur Division.

Wingard Exceeds Quota

According to Mr. Robinson, Mr. Wingard sold the highest percentage of his quota in heat pumps, lighting, heating and commercial cooking. He exceeded his quota in each category.

Mr. Wingard has been an employee since 1937, and has been in the Orange District since 1942.

A native of Shiro, Texas, he went to work in Navasota as an ice puller back when our Company

operated ice houses. He was transferred to Alvin in 1940 and then to Orange two years later as a helper in the T&D.

He went into Residential Sales in 1949 and moved to Commercial Sales in 1951.

Mr. Wingard is an incoming member of the board of directors of the Bridge City Chamber of Commerce and attends the St. Paul's Methodist Church in Bridge City.

Division Sales Contest Results Announced

Mr. Robinson also announced the results of the division contests conducted last year by the Commercial and Residential Departments.

The residential contest was based on sales of water heaters, heat pumps, electric heating and medallion homes. Beaumont Division finished first in the contest with a first in water heater, heat pump and medallion home sales and a third in electric heating.

Baton Rouge Division was second with a first in electric heating, a second in medallion homes, a third in water heaters, and a fourth in heat pump sales.

Port Arthur Division finished third. It turned in a second in heat pumps, a third in medallion homes and fourth in water heater and electric heating sales.

Beaumont First in Commercial Sales Contest

In Commercial Sales, the contest was built around cooking, lighting, heat pumps and resistance heating. Again Beaumont Division was first, turning in a first in commercial cooking and heat pumps, a second in heating and a third in lighting.

Baton Rouge Division came in second with a first in heating, a second in heat pumps, a third in cooking and a fourth in lighting. Port Arthur Division took third with a first in lighting, and a fourth in cooking, heat pumps and heating sales.

KWH Consumption Awards Made

Other outstanding sales accomplishments recognized at the meeting were: a certificate to Calvert District for reaching 3,000 kilowatthour consumption per residential customer annually. W. G. Matthews is district superintendent in Calvert. Lake Charles Division received a plaque for 5,000 kilowatthours. Ed Hodges is division superintendent of sales and Ernest Little is supervisor of residential sales.

The Mid-County District of the Port Arthur Division was awarded a certificate for 6,500 kilowatthour consumption. A. C. Handley is district superintendent. Orange District was recognized for receiving a 6,000 kilowatthour certificate. T. O. Charlton is district superintendent. At the end of January, the Mid-County District had reached a high of 6,655 kilowatthour annual consumption per residential customer and Orange District had reached 6,241 kilowatthours.

During the year, commercial sales personnel assisted dealers throughout our system in the sale of 7,440.7 kilowatts of cooking, 23,897 kilowatts of lighting, 169 heat pumps totaling 938.4 tons and 4,942.8 kilowatts in electric heating. This load plus air conditioning power and miscellaneous load resulted in total sales of 57,850 kilowatts for an estimated annual revenue of \$1,940,056.

SEFOR experiment . . .

AEC Accepts SAEA Proposal

THE Atomic Energy Commission has accepted as a basis for contractual arrangement a proposal from the Southwest Atomic Energy Associates (SAEA) for support of an experimental fast reactor.

The proposal was submitted to the AEC in May by SAEA, a non-profit association of 17 private power utilities in the Southwest, which includes our Company.

SAEA, along with Gesellschaft Fur Kernforschung, a corporation of the Republic of West Germany, Euratom and the General Electric Company, will finance construction of the reactor, estimated to cost \$12,300,000. It will be located near Fayetteville, Arkansas.

The proposal requests AEC support in the amount of \$12,800,000 for pre- and post- construction research and development. This work would include the operation and maintenance of the reactor following completion of construction. In addition, the AEC would be expected to provide, without charge, certain facilities, equipment and materials for use in the program.

The proposed facility, designated Southwest Experimental Fast Oxide Reactor (SEFOR), would be a 20,000 thermal kilowatt non-electric producing sodium cooled reactor designed to study the nuclear characteristics of a fast breeder reactor. The reactor would be fueled with a mixture of uranium and plutonium oxides clad in stainless steel.



Mr. Williams



Mr. Blanchard

Two Louisiana Station Employees Promoted

THE promotions of two Louisiana Station employees were announced effective February 1. Lloyd J. Blanchard, head fireman, was promoted to station engineer, Hubert A. Williams, formerly station engineer, was named operating engineer.

Mr. Williams

An employee of our Company since February 25, 1934, Mr. Williams came to work as second assistant fireman at Louisiana Station.

He advanced through various production classifications to become head fireman in 1947. He was named station engineer in 1949.

A native of Gloster, Mississippi, he attended Louisiana State University

prior to joining our Company. He is a veteran of World War II, having served with the Army from 1942 to 1944.

Mr. Blanchard

A native of Donaldsonville, Louisiana, Mr. Blanchard joined our Company on April 7, 1941, as a watchman at Louisiana Station.

Eight months later he was made a guard. In 1942, he moved into the Production Department as an operator's helper. He served in various operator classifications until made second fireman in 1945. He became a turbine engineer in 1947 and a switchboard operator in 1949. He has been head fireman since 1950.



Mr. Jones

Joe Jones, Baton Rouge Accounting, To Retire March 1, After 27 Years

JOE S. JONES, supervisor of customer's accounts, Baton Rouge, will retire March 1 after more than 27 years service with our Company.

Mr. Jones began his employment on July 16, 1936, as a helper in the Baton Rouge Storeroom. Two months later he was made a customer clerk in the Baton Rouge Treasury. He served in various clerk positions until promoted to assistant supervisor of billing in 1941. He was made chief clerk in billing the same year.

In 1949, he moved to Customer's Accounts as assistant supervisor. He has

been supervisor of customer's accounts since 1962.

A native of Baton Rouge, Mr. Jones attended Louisiana State University.

Competitors are enemies only if we think of them as enemies. —Winifred Wilkinson in *Good Business*.

I believe a person is successful in just about the same proportion as he likes and understands his fellowmen. —Lane Weston in *Good Business*.

THE STORIES ON THESE PAGES POINT OUT THAT THE INVESTOR-OWNED ELECTRIC UTILITY INDUSTRY ATTRACTS GOOD PEOPLE TO WORK FOR THEM AND THAT THE ACTIONS OF THE EMPLOYEES HELP TO MAKE THE COMPANIES GOOD CITIZENS WHEREVER THEY SERVE.

... these are two of the key facts regarding the investor-owned electric utility business. It is important for each of us to see that this information is relayed to our friends and associates to offset the misinformation being disseminated by Federal power proponents.

gulf staters in the news

Marcus Andrews, superintendent of residential sales, Baton Rouge Division, has been appointed chairman of the board of advisors of the Home Builder's Association of Greater Baton Rouge for 1964.

Virgil Shaw, supervisor of industrial and commercial sales, Port Arthur Division, has been named chairman of new YMCA building fund. Mr. Shaw is former president of the YMCA board of directors.

Frank Robinson, district superintendent, Woodville, served as chairman of the advance drive for the March of

By Orange Chamber . . .

Nantz Named Outstanding Citizen

CECIL R. NANTZ, distribution supervisor, Orange District, was presented the Orange Chamber of Commerce's first "Outstanding Citizen Award" at the annual banquet on January 21.

He was cited for his efforts in educational and civic endeavors. He is president of the Orange County School Board. He has served on the board of directors of the following organizations: Chamber of Commerce; United Fund; Red Cross; and Girls Haven. It was pointed out that he had served as secretary of the Orange Lions Club for more than ten years. Mr. Nantz is an outstanding church worker and is presently serving on the Board of Stewards of the First Methodist Church in Orange.

Mr. Nantz has been an employee of our Company for over 44 years. He started to work in Beaumont T&D in August, 1919, and was previously dis-



NAMED OUTSTANDING ORANGE CITIZEN. Cecil R. Nantz, distribution superintendent, Orange District, recently received the Orange Chamber of Commerce's first "Outstanding Citizens Award" at the chamber's annual banquet for his many civic works.

tribution superintendent in Navasota. He has been distribution superintendent in Orange since 1956.

Dimes campaign in the Woodville area.

Mr. Robinson has also been elected president of the Woodville Chamber of Commerce for the 1964 year.



SCOUT AWARD. Robert Domingue, right, serviceman, first class, Lafayette, receives a neckerchief and a special insignia for completing the National Boy Scout Council's Wood Badge training course, the most advanced one week course available to scoutmasters. The presentation was made by J. Wilson Domingue, member of the Evangeline Area Boy Scout Council's Leadership Training Committee during ceremonies conducted during a recent meeting of the council's executive board in Lafayette. Mr. Domingue is scoutmaster of Knights of Columbus Council 3202, Troop 52, Lafayette.



THRIFT PLAN

DURING January the following purchases of Company stock had been made by the Trustee of Employee Thrift Plan. The purchases covered employee deductions and Company contributions through December. The costs include brokerage and commission fees.

- 2044 shares of Common stock for a total cost \$79,451.05 or a cost per share of \$38.8704.
- 105 shares of \$4.40 Preferred stock for a total cost of \$10,350.91 or a per share cost of \$98.5801.

The Trustee deposited \$41,777.62 with the savings department of the First Security National Bank in Beaumont.

Safety training put to test . . .

Liberty GSUer's Quick Action Saves Lives of Two in Auto Crash

ON November 6, another Gulf Stater had an occasion to put to work some of the safety training he has received in his ten years with our Company.

G. E. Brown, a serviceman in Liberty District, was sitting in his living room, when he heard a crash and ran outside to investigate.

"I saw a wreck about 300 yards west of the Wallisville Road," Mr. Brown recalls. "I jumped in my truck to see if I could be of assistance."

When Mr. Brown got to the scene he found a Mr. Chandler pinned in his car and could not get him out.

"Seeing that I could not do anything until help arrived, I turned to help with the traffic," said Mr. Brown. "While doing this, Mr. Chandler's car caught on fire."

Mr. Brown grabbed the small hand fire extinguisher from his truck and kept the fire under control until the fire department and ambulance arrived.

"I did what anyone would have done in this situation," he said later. "The first-aid and safety training we get as Gulf States employee's will always help in situations such as this."

Mr. Brown's action would have gone unnoticed by our Company, if Chairman Morrison had not received a letter from one of the persons involved in the wreck, Charles Di Dio, owner of a Beaumont beauty school and president of the Texas Association of Beauty Culture Schools, Inc. This letter brought to Mr. Morrison's attention the quick thinking and courageous act of Mr. Brown.

"It is good to know you have such men connected with the Gulf States Utilities and through you I would like to thank Mr. Brown for his help," Mr. Di Dio wrote Mr. Morrison.

In thanking Mr. Di Dio for his letter of praise, Mr. Morrison said, "Most of our employees have been trained in first aid techniques and the employees in our Operations Department are specially trained in handling emergency situations. Certainly your experience brings home the fact that this training is worthwhile."

Mr. Brown has been an employee of our Company since April, 1954, when he started to work in the Beaumont T&D. He has been in the Liberty District since July, 1961 and is a serviceman, first class.



SAFETY TRAINING PAYS OFF. Gene E. Brown, serviceman, first class, Liberty, Texas, was able to put to use all the safety training he has had since joining our Company following an auto crash near his home last November. By his quick thinking and without regard to his own safety, he was able to keep the resulting fire under control until the fire department was able to remove one of the men who was pinned in his car and to administer first aid to the driver of the other car until the ambulance arrived.



PORT ARTHUR INDIAN DANCERS. Hugo Becker, center of the Port Arthur Substation, is the chief of the Lakota Indian Dancers from Port Arthur. The colorful dancers have appeared on local television programs and have entertained for numerous clubs and organizations in the Port Arthur area. This society is considered one of Texas' most colorful Indian lore groups. In June, they will journey to Brownwood, Texas, to compete with other teams in the Texas Indian Festival. If any organizations are interested in having this group entertain, contact Mr. Becker at 3501-31st Street, Port Arthur or call YU 2-3106.



"Hello neighbor, our heating plant has failed and we hear you have big hearts, a spare bedroom and trouble—free electric heat!"

Let's Read Our Mail



FROM BEAUMONT

Dear Sirs:

As one of your customers, I was certainly pleased to hear that you are now sponsoring Mr. Paul Harvey on one of our local radio stations.

Apparently Gulf States shares with Mr. Harvey and a great many others a growing concern over the role of the federal government in each of our lives. Mr. Harvey has, and I am sure will continue, to expose such ill-advised governmental programs as the TVA and REA projects.

Once again, I congratulate you and wish to assure you that there are a great many others in Beaumont who are also enjoying Mr. Harvey's newscasts.

Very truly yours,
Steve Muller
Power Speciality Company

Our Company sponsors the Paul Harvey program on radio station KTRM, Beaumont, at noon each Wednesday.



Reddy's Kollege of Kilowatt Knowledge

1. Total electric output in the U.S. reached a new high in 1963. What was that mark?

a. 250 billion Kwh; b. 500 billion Kwh; c. 750 billion Kwh; d. 1 trillion Kwh

2. The electric utility industry is making great strides in the development of atomic energy for the generation of electric power. This is a relatively recent pro-



KOREAN KILOWATT-HOUSE. C. P. Shirey, training and safety manager, Beaumont, received a most complimentary letter from the director of the training center, above, of the Korea Electric Company, Seoul, Korea. Mr. Shirey helped our across the Pacific colleagues get oriented in the intricacies of training and sent them our Company's training manuals for use in their program.

FROM BATON ROUGE

The following letter was received by Herbert J. Desselles, president of the Short Circuit Club, the employees recreational club in Baton Rouge. The Short Circuit Club is in charge of the arrangements for the children's Christmas parties in Baton Rouge. Sandra is the daughter of Harrell L. Harrison, second fireman at Louisiana Station.

Dear Sir,

As this is the last year I will receive a Christmas gift from Gulf States and the Short Circuit Club, I would like to thank you and members of the Short

Circuit Club and Gulf States for their thoughtfulness in selecting the nice gifts I have received.

I have looked forward every year to this event. Again I want to thank you.

Yours Truly,
Sandra Harrison

FROM ARGENTINA

Those having doubts about the coverage—or mileage—of our Company's national advertising will probably find the following correspondence from Argentina interesting. Addressed to L. V. Dugas, superintendent of commercial and industrial sales, the letter proves that our advertising visits many lands as well as our own country.

—Editor

Industrial Development Department
Gulf States Utilities Company
General Offices, Beaumont, Texas
Dear Sir:

In these days my organization is studying a plan for the industrial development of this Argentina state, and reading//your announcement in Business Week how to bring to your state or area, //new industries and business.

I found that this propaganda is one of the/important point about this matter of industrial development. I shall/be gratefull (sic) if you send me the pamphlet or any studies which you have make for the same purpose.

All this will help us very much.

Yours sincerely,
Miguel Horacio Balderiote
Ing. Naval y Mecanico
Delegado Reorganizador
Deion Pcial. Energia

gram, however. When did it begin?

a. 1930; b. 1944; c. 1954; d. 1960

3. Taxes and wages and salaries of employees are two of our Company's biggest expenses. Of the two, however, the money paid out in taxes far exceeds that paid employees.

a. True; b. False

4. The addition of a 410,000 kilowatt generator at Sabine Station will almost double the plant's generating capability.

a. True; b. False

5. Electricity is the great source of energy that turns the wheels of modern American industry. How much of all energy used to power U.S. production machinery is electrical energy?

a. 65 per cent; b. 75 per cent; c. 85 per cent; d. 90 per cent

(Answers on page 20)

On televised program . . .

EEI President Speaks Against Federal Power

REA, TVA and the injustices of federalized power in general were topics discussed recently by Walter Bouldin, president of the Edison Electric Institute, in an appearance on the YOUR RIGHT TO SAY IT television program.

Close questioning by John Dreiske, political editor of the Chicago Sun-Times, and William Clark, financial editor of the Chicago Tribune, drew the following comments from Mr. Bouldin:

On REA: "The one area in which REA is now operating which is totally unjustified, in my opinion, is in lending money to build generating plants to generate electricity and transmit it. This is totally unnecessary because our industry is standing there with the generating plants and the transmission lines to furnish the service which these plants that are being built by REA propose to serve.

"When you take the taxpayers' money and put it into an REA generating plant, then what the government is doing is using its own money to destroy



EEI PRESIDENT ANSWERS QUESTION ON INDUSTRY'S STAND ON GOVERNMENT-OWNERSHIP. Walter Bouldin, president of Edison Electric Institute was the guest speaker on the "Your Right to Say It" television program from Chicago. Press panelists who questioned Mr. Bouldin on the investor-owned electric utility operations in the United States were William Clark, business editor of the Chicago Tribune, and John Dreiske, political editor, Chicago Sun-Times. James H. McBurney, dean of the School of Speech, Northwestern University, was program moderator.

its own tax revenues which doesn't make any sense at all."

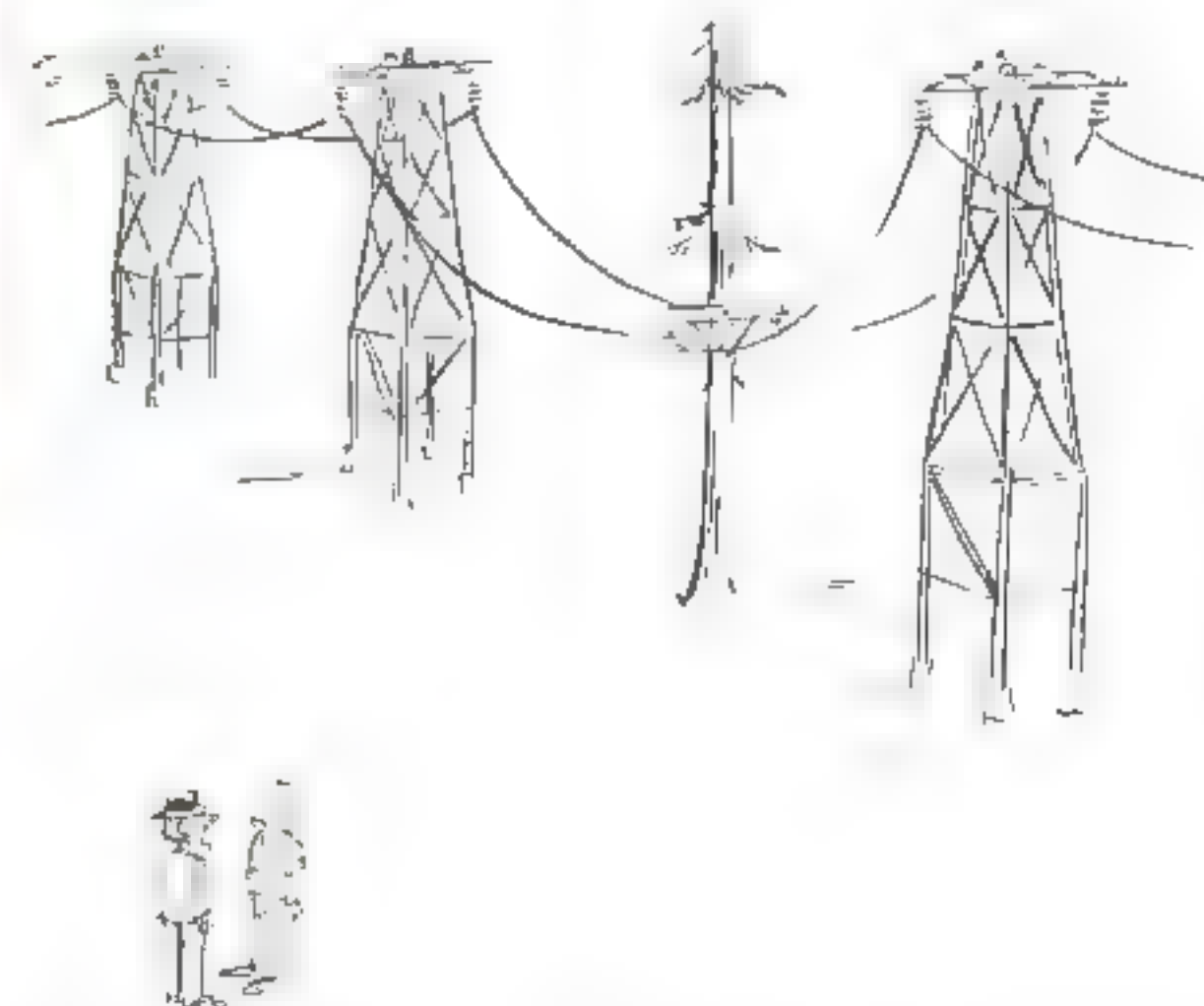
On TVA: "The TVA is a fine illustration of what I was saying awhile ago, that, in effect, the government in America is taxing the general public to pay the electric bills of a relatively few people."

A solution to the government power problem: "What I am advocating—and I think it is something that clearly should be done—I am advocating that the TVA, REA and other government electric power facilities (require their customers) to pay an equivalent in their electric bills for what they have taken away from the taxpayer . . .

"Now in addition, the government power customer ought to pay the same support for his government in his electric bill that our customers pay. Now to do that, of course, will require a change in the Federal law. And that is what we are advocating—that the law be changed to make these government power agencies subject to income taxes as we are, and that they be required to compensate the taxpayer for what they have taken away from him."



AREA DEVELOPMENT DEPARTMENT AT WORK. Lloyd N. Brannan, supervisor of our Company's Area Development Department, middle, presents a copy of a new brochure designed to attract industry to the Silsbee area to Frank R. Grote, president of the Silsbee Chamber of Commerce, second from right. The brochure was compiled and published by our Area Development Department under Mr. Brannan's supervision. The Silsbee Chamber of Commerce received numerous copies to send to industrialists elsewhere across the nation when they inquire about Silsbee for possible plant sites. Also present were, from left, A. E. Johnson, chairman of the Silsbee Industrial Committee; C. R. Baker, vice president of the Silsbee Chamber of Commerce; and V. R. Norvell, our Company's Silsbee district superintendent. Similar brochures were also distributed at Kountze, Woodville, Liberty, Dayton, Anahuac and Winnie.



"The Company is pleased with your efforts to cut cost, however there are certain rules that must be observed."

SYMPATHY TO:

V. P. Gayle, Sr., system residential sales superintendent, Beaumont, on the death of his mother, Mrs. Katherine Alice Gayle, 79, of Bryan, Texas, January 31. Mrs. Gayle died at the home of her daughter, Mrs. W. H. McCorkle of Ames, Iowa, where she was convalescing from an illness contracted three months before while visiting in Hinsdale, Ill. Funeral services were held in Sherman, Texas, February 4.

D. K. Clubb, assistant treasurer, Beaumont, on the death of his father-in-law, R. S. Hardy in Beaumont, January 13.

F. Van Bush, Baton Rouge Gas Department, on the death of his mother.

Carol Foreman on the death of Mrs. Foreman's mother, Mrs. Milton West on December 25. Mr. Foreman is an appliance repairman in Lake Charles.

Charlene Harper, departmental clerk in Lake Charles Storeroom, on the death of her mother, Mrs. Martha Stine on January 7.

C. A. Boyd, Port Arthur, on the death of his wife, Verna, January 18, in Methodist Hospital, Houston, after a brief illness. Mr. Boyd retired January 1 as a turbine engineer at Neches Station.



TOUR HOTPOINT PLANT. Ernest Little, second from right, supervisor of residential sales, Lake Charles Division, and Marcus Andrews, superintendent of residential sales, Baton Rouge Division, recently toured the Hotpoint Factory at Chicago while attending the National Association of Home Builders Convention. Here George Diamond, quality control engineer in the range plant, shows them through the section where the calrod unit is constructed. Mr. Andrews remarked, "The calrod unit construction is very unique and has come a long way since the coil-coil units in porcelain brick units that I first saw on ranges." Also included on the tour were the refrigeration and laundry equipment departments. "We were greatly impressed by the tour," Mr. Andrews said. "I wish some of it could be made into a film and be shown to our sales personnel who work with appliance dealers."

Cleveland Guidry, Office Services, Beaumont, on the death of his mother, Mrs. Sylvia Allison Guidry of Crowley, Louisiana, on January 19. Services were held January 23 in the Morning Star Missionary Baptist Church in Crowley. Mrs. Guidry was 79 years old.



ON ITS WAY TO PEACH BOTTOM. The reactor vessel moves toward Peach Bottom, Pa., for installation in the Peach Bottom Atomic Station. The power plant is being financed by our Company and 51 other investor-owned utilities to promote research and development in the field of nuclear energy. As this picture was taken the vessel was crossing the Pennsylvania Railroad tracks near Philadelphia. This crossing had to be made at a time when the electric power supplying the railroad could be shut down—which was 1:30 a.m., Sunday, January 12. Still ahead lies the arduous trip by water, which is at present frozen, then overland again to Peach Bottom.

Answers To Killowatt Kollege

(Questions on page 18)

1. d. 1 trillion Kwh. New records were set in 1963 by the electric utility industry in generating capability, sales and revenues.

2. c. 1954. In that year Congress decided that the time had come to permit American industry to proceed on its own initiative. The Atomic Energy Act of 1954 gave the Atomic Energy Commission the authority to license industry to engage in the development and construction of its own power plants.

3. a. True. In 1963 Gulf States paid over \$2 million per month in taxes while paying employees \$1.5 million per month in wages and salaries.

4. a. True. Sabine now has two units capable of generating a total of 430,000 Kw. The addition of the new 410,000 Kw unit will bring our Company's generating capability to 2,591,000 Kw, more than triple our total capability of ten years ago.

5. d. 90 per cent. Sixty years ago, industrial plants were powered mainly by water wheels, steam engines and workers themselves.

(Sources for these answers will be furnished upon request.)

SERVICE AWARDS

THIRTY YEARS



H. A. St. Dizier
Sales
Lake Charles



W. H. Adams
Legal
Jennings



R. D. McMillian
Distribution
Port Arthur

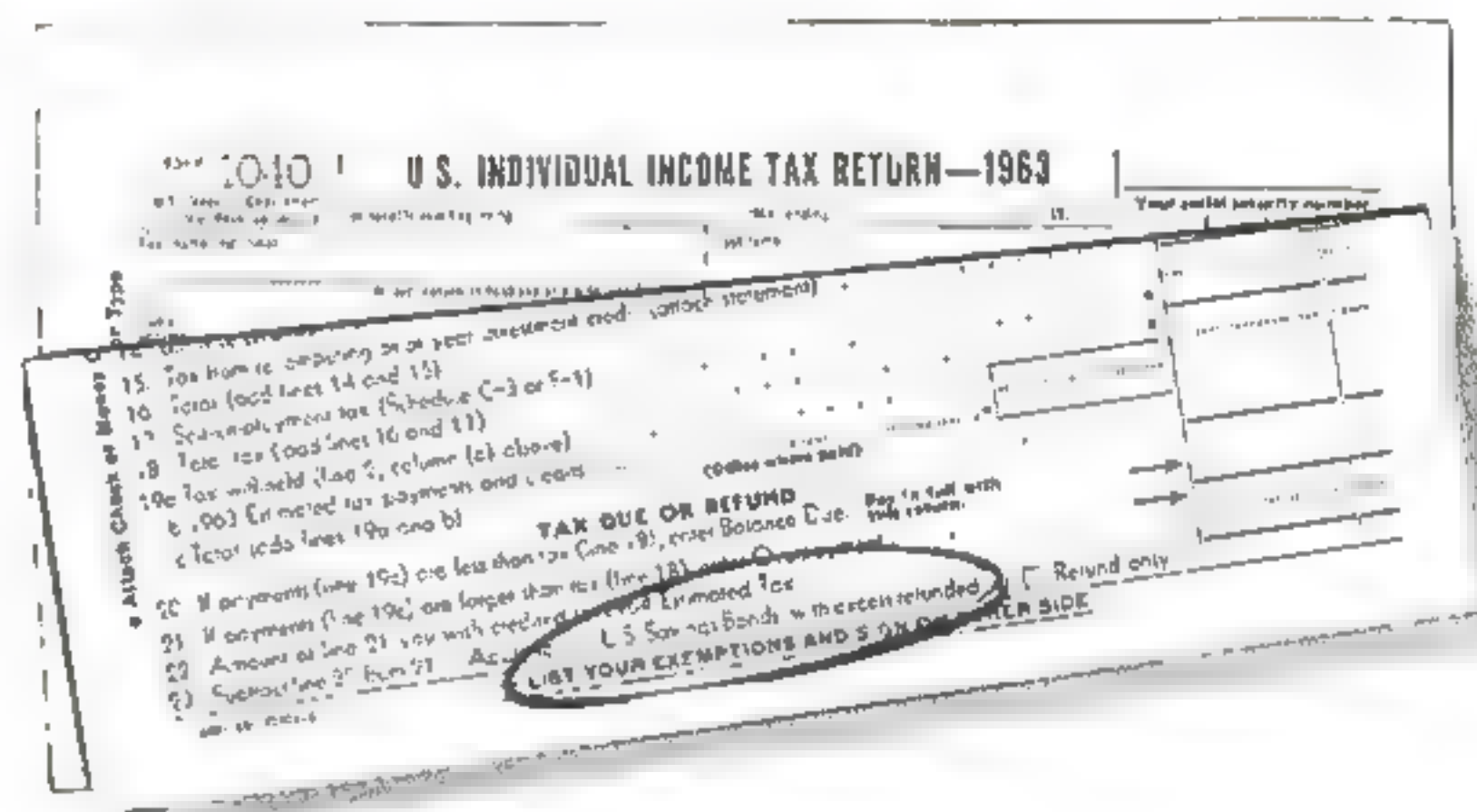
TWENTY YEARS



Mittie Dunn
Sales
Port Arthur



D. C. Johnson
Distribution
Port Arthur



How to get MORE out of your tax refund

When you get your '63 tax return (Form 1040), take a look at line 23 on the bottom of the page.

It gives you the option of taking your refund in U. S. Savings Bonds instead of a check for the total amount.

There are two big advantages:

1. Taking your refund in Savings Bonds gives you an easy way to hang onto it.
2. When your Bonds mature, your refund becomes 33 1/3 % bigger. You get back \$4 for every \$3.

You also get a nice red, white and blue feeling from knowing you're helping your country's future as well as providing for your own.

Think it over when you ask for your refund this year.

Quick facts about Series E Savings Bonds

- You can buy Bonds where you work on the Payroll Savings Plan
- You pay no state or local tax and can defer the federal tax or interest until the Bonds are cashed
- You can get your money when you need it
- Your Bonds are replaced free if lost, destroyed, or stolen



J. E. Morrow
Building Services
Beaumont

TEN YEARS



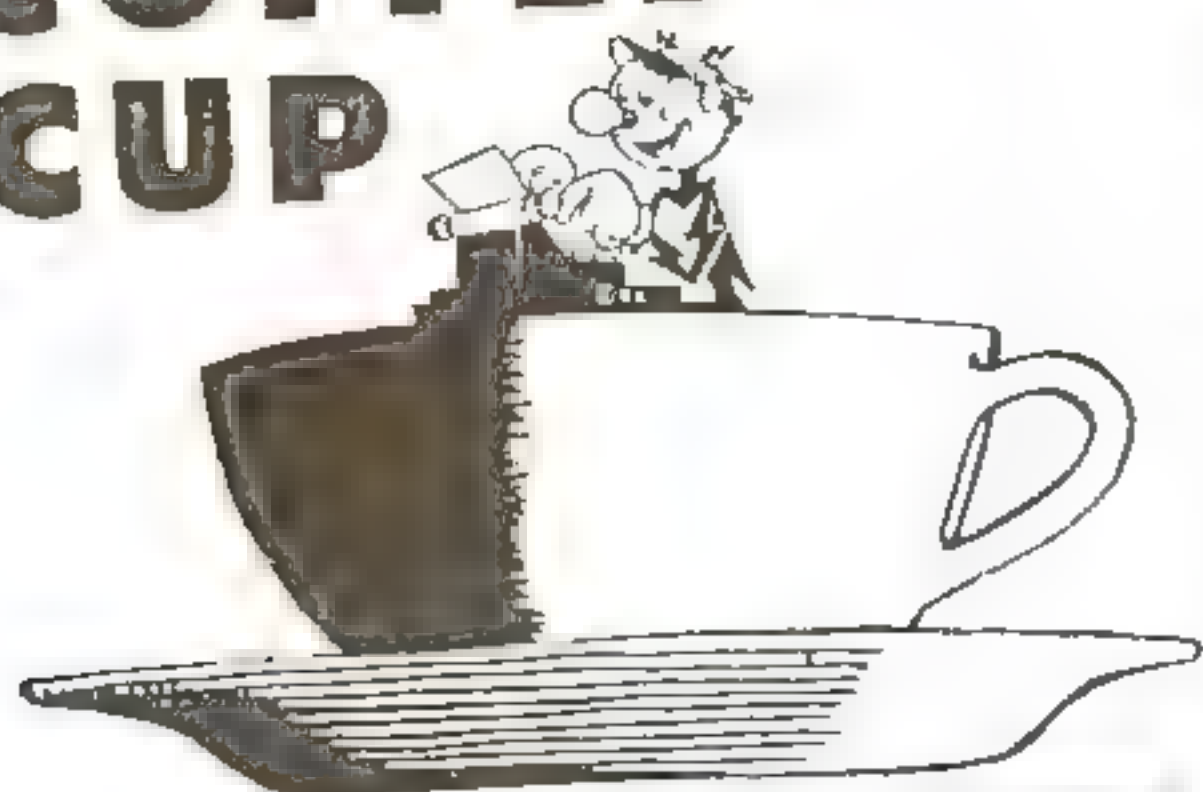
F. J. Ogden
Sales
Woodville

Keep freedom in your future with U.S. SAVINGS BONDS

The U.S. Government does not pay for this advertisement. The Treasury Department thanks The Advertising Council and this newspaper for their patriotic support.



over the COFFEE CUP



THE 15th Floor Engineering Department was happy to have Mrs. A. M. Melancon, Mrs. Jack Powdrill, Mrs. Bill Hollins, and Mrs. Raymond Audilet as guests at their Christmas party on December 24.

Barbara Livingston's husband, Don, is home from the hospital after a successful leg operation and is doing very well.

Lily Walters and her husband, Ed, enjoyed a weeks vacation in Florida and the Smokey Mountains. "Boy was it cold!"

—By Lily Walters

SILSBEE

MAXINE BELL, local office clerk, Silsbee, received a bowling ball for Christmas that almost smelled like perfume.

A. G. Mashburn returned home January 2 from a vacation in Alabama with snow shoes on!

Vic Norvell, our district superintendent, had a little trouble explaining how he burned up his only pair of pants. He says he did it with a new pipe.

—By Doris Cryer

WOODVILLE

MISS POLLY ANN ROBINSON, daughter of Frank Robinson, district superintendent, Woodville, became the bride of Tony Kovach, Jr. in a ceremony at the First Methodist Church in Cleveland on January 31.

The bride, a former sophomore at Sam Houston State Teachers College in Huntsville, plans to continue her studies at Stephen F. Austin College in Nacogdoches. The groom is a graduate of Sam Houston State and is employed by the Temple Industries. The couple are making their home in Lufkin.

NECHES STATION

KENNETH HAYNIE, turbine engineer at Neches Station, was one of thirty-two Lamar Tech senior men and

CELEBRATE GOLDEN ANNIVERSARY. Mr. and Mrs. M. E. Dennis of Jennings were honored on their 50th wedding anniversary with a dinner in the Zigler Hotel given by their children, Mr. and Mrs. E. R. Gill of Baytown, Texas; Mr. and Mrs. C. B. Dennis of Rolling Hills, California; and Mr. and Mrs. R. E. Dennis of Jennings. Mr. and Mrs. Dennis were married on January 6, 1914. He is former supervisor of T&D in Jennings who retired in 1956.

women selected for initiation into the Lamar Honor Society. The initiates are selected strictly on academic records and must rank in the upper two and one-half per cent of their class to be eligible. The total number of students who can be elected to the Honor Society cannot exceed ten per cent of the graduating class. We are really proud of Kenneth!

H. W. Blake, Test Department, attended the Bailey Meter School January 6-17 in Cleveland, Ohio.

—By Betty Neville

SULPHUR

SULPHUR welcomed a new employee early this month, Charles G. Callahan. Mr. Callahan has been transferred from Lake Charles where he was a residential sales representative. He began work in Sulphur, February 10, as a commercial sales representative.

—By Pearl Darbonne

MADISONVILLE

MADISONVILLE friends of Earl C. Parker honored him with a retirement party on January 21 in the local office. Mr. Parker retired Febru-

Plain Talks

CONGRATULATIONS BOSS. E. L. Bailey's "girls" presented him with this congratulatory cake following the announcement of his promotion to company treasurer. Mr. Bailey had previously been assistant treasurer for accounting. The ladies behind the cake idea were: Helen Hartel, confidential records clerk; LaMelle Triplett, assistant supervisor of confidential records; Helen Byrd, Betty Lum, confidential records clerks; Deanna Fowler, Mr. Bailey's steno; and Doris Flowers, confidential records clerks.



BRIGHT EYES. These three pair of bright, shiny eyes belong to the grandchildren of Grace Fails, Beaumont Line Department, and the children of Wayne Fails, System Relay and Communications. They are Jeffrey, 4, Grace Lynn, 2½, and David, 8 months.

ary 1 after 36 years of service and was a line patrolman.

J. L. Haddox, general line foreman for Navasota Division, presented Mr. and Mrs. Parker with a set of luggage.

Attending the party were: **Mr. and Mrs. W. P. Carroll**, district superintendent, Madisonville; **Mr. and Mrs. J. L. Barrett**, **Mr. and Mrs. Dalton Whitmire**, **Mr. and Mrs. Virgil Foster**, **Jean Haston**, **Betty Lynch**, and **Rosalie Etheridge**, Madisonville employees; **I. C. Moore**, a retired employee; **R. M. Craig**, division



RETIREMENT PARTY. **E. C. Parker**, second from right, a line patrolman in Madisonville, Texas, was honored by a retirement party last month. Mr. Parker retired February 1 after 36 years with our Company. He and Mrs. Parker were presented with a gift of luggage by **J. L. Haddox**, left, general line foreman for Navasota Division, and **W. P. Carroll**, district superintendent, Madisonville.

engineer and **Jim Ulbricht** of Centerville, Texas.

The group enjoyed playing forty-two and the refreshments.

Mr. and Mrs. Barrett recently moved into a new three-bedroom, brick home. Mr. Barrett is a serviceman in the Madisonville District.

—By *Betty Lynch*

LOUISIANA STATION

LOUISIANA STATION welcomed a new employee last month. He is **Ronald Suir** of Baton Rouge and is married to the former **Peggy Alice Knapps** of Baton Rouge. They have a two-year-old daughter, **Stacie Ron**.

—By *Joyce Rachal*

HAVE A CIGAR ON-

E. C. Adams, Beaumont annuitant, on the birth of his first grandson, **John D.**, February 5. The parents are **Mr. and Mrs. John G. Adams** of Beaumont.

Mr. and Mrs. James L. Landis on the birth of their son, **Rex Lynn**, December 1. Mr. Landis is a meter reader in the Silsbee District.

Morris D. VanWinkle, on the birth of his grandson, **Jack Daniel**, December 5. The parents are **Mr. and Mrs. Billy Dan VanWinkle**. Mr. VanWinkle is a serviceman in Silsbee, Texas.

Mr. and Mrs. Bernard C. Bourgeois, Baton Rouge, on the birth of their daughter, **Gail Angela**, January 24. Mr. Bourgeois is employed with the system survey crew in Baton Rouge.

Mr. and Mrs. Wiltz C. Hanks on their new son, **Michael Douglas**, January 11. Mr. Hanks is employed in Lake Charles Substation.

Mr. and Mrs. Clifton Million on the birth of twin boy, **Ronald James** and **Randall Edward**. Mr. Miller is employed in Lake Charles Line.

Mr. and Mrs. G. W. Richardson, (he's a master repairman at Louisiana Station), on the birth of their first grandchild, **Mary Melinda**, December 19, in Baumholden, Germany. Mary Melinda is the daughter of **Mr. and Mrs. Jimmy Richardson**.

Mr. and Mrs. M. L. Rushing on the birth of their daughter, **Martha Gayle**, January 23, in Calcasieu-Cameron Hospital in Sulphur.

Mr. and Mrs. Barry Hartt, Production-Construction, Beaumont, on the birth of their son, **Dee Warren**, January 12.

Mr. and Mrs. G. W. Smith on the birth of their son, **Floyd MacPherson II**, January 8. Mr. Smith is application engineer in System Engineering, Beaumont.



ON HIS WAY. Today's top folk singers had better watch out for **Barry**, four-year-old son of **Carter A. Carpenter**, Baton Rouge Electric Meter Department, as soon as he masters this Christmas present.

Mr. and Mrs. Charles Duncan on the birth of their daughter, **Kelly**, January 3. Mr. Duncan is a truckdriver in the Beaumont Storeroom. His wife, **Betty**, was employed in Plant Accounting in the General Offices Building.

Mr. and Mrs. W. L. Simpson on the birth of their daughter, **Kellye Ann**, December 24. Mr. Simpson is employed in the System Engineering, Beaumont.



HUNTER'S LUCK. **Herschel Mathews**, superintendent of advertising records and production, and **Richard Smith**, display some of the luck they had on a day's hunting in the Chambers County marshes. Mr. Smith is retained by our Company to do the monthly displays for our salesfloors.

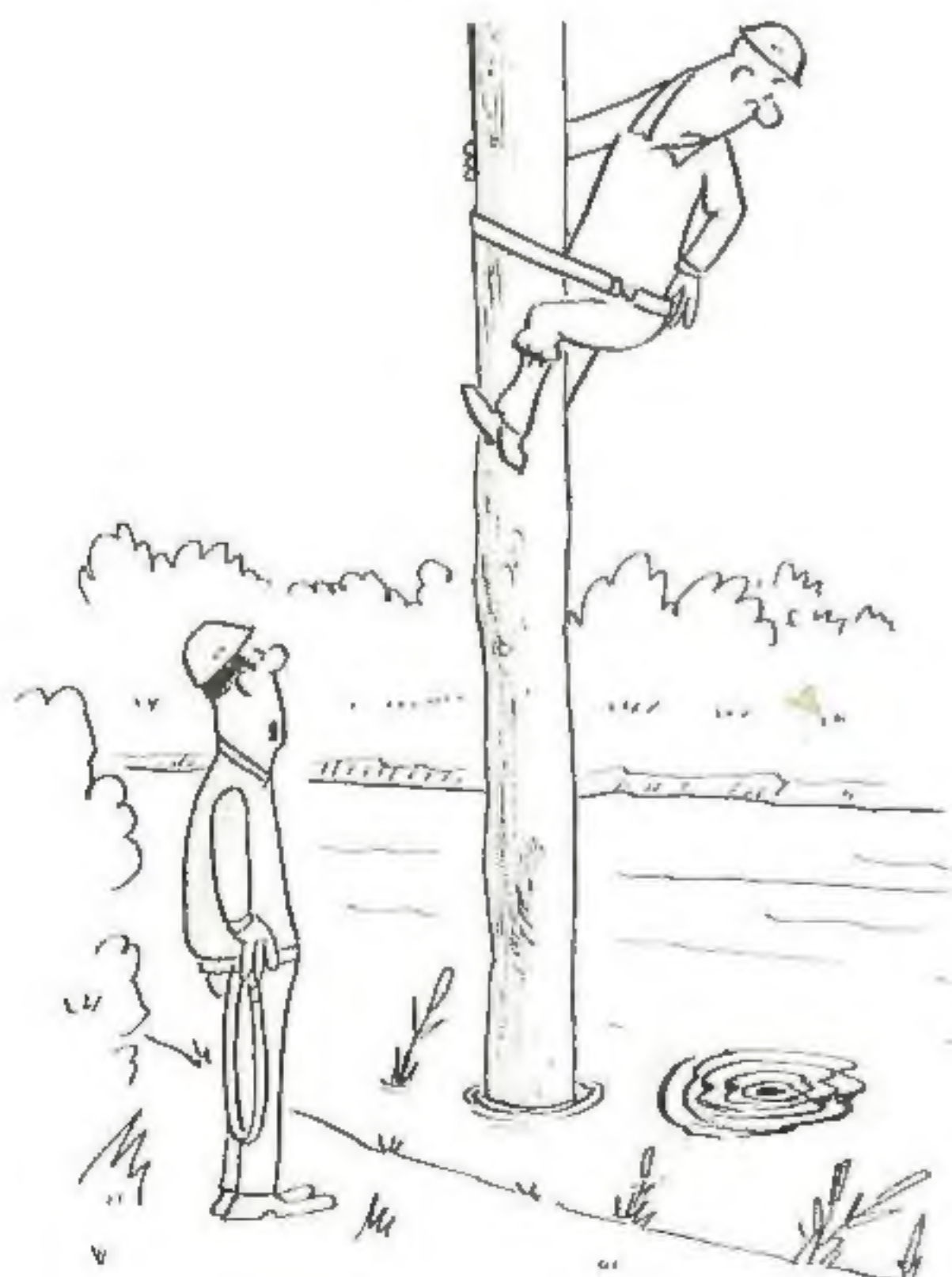


AN ARMFUL. Mr. and Mrs. Robert Junot show off their son, Robert Keith, who was born October 24. The Junot's also have twin daughters, Jacque and Jenny. Mr. Junot is a serviceman in the Madisonville District.

Try to Seesaw By Yourself

Sometimes we think that we are justified in resenting what another has done; we feel that we are surely in the right, and so are entitled to our unfriendly feelings. In such cases, we might remember the story of the small boy who had quarreled with his playmate from across the street. When the neighbor lad went home in a huff, the small boy told his father: "I'm glad he's gone; I don't need him. I can play by myself." "Fine," said his father. "Now go out in the yard and play on your seesaw . . . by yourself."

—A. Nicholas in **Good Business.**



"Was there very much money in your wallet Fred?"



Can You Beat This?

ANYONE in our Company's Right-of-Way Section can tell you that no two people think alike. Dealing with people day in and day out throughout our system, they're in a position to speak with authority.

Ross Iles, Right-of-Way, Beaumont, proved it at a department head meeting last summer by relating the following story:

In Baton Rouge, we were negotiating for right-of-way for a line between Harelson and Highland Substations. On one tract, we had already negotiated a signed agreement but due to later difficulties, we wanted to change our location on this tract. The proposed change would involve less property so we were trying to urge the

owner to execute a new easement without additional payment. She flatly refused.

According to Mr. Iles, she could have told us that we had an easement and if it wasn't good then we could buy another. But she didn't and negotiations went on. After much discussion, she finally let it be known that while she wouldn't execute the new easement for nothing she would settle for something less than money—"a fifth of Jack Daniel's Green Label Bourbon."

Iles recalls that our right-of-way man bargained to the last, trying desperately to effect a settlement on "Old Crow." She politely but firmly said she wasn't going to compromise her brand of bourbon.

(Do you have any stories about amusing or unusual incidents about Company operations or customer relations? If so, how about sending them into PLAIN TALKS? We'll try to make this a monthly column.)

The Russians have discovered that Stalin was no good. There they go again, taking credit for another old American idea.

In the U. S., heart attacks cause more than one third of all deaths in white males aged 45-54, Southeast Texas Heart Association says.

Nightwatch Light Sales Tips Can Pay Off!

... employees offered chance at earning

trading stamps during March-April, 1964

ALL employees of our Company will again be given a chance to win for themselves 1,000 or more trading stamps in the second Rural Nightwatch Light Service campaign to be conducted by our Sales Departments between March 1 and April 30.

The campaign rules will be basically the same as last year. All you have to do to qualify for your trading stamps is talk—talk to our rural customers and have them sign a prospect card stating they

want our Company to install an outdoor lighting unit especially designed for rural area lighting.

For each prospective customer you talk to who signs a prospect card and has a rural light installed our Company will present you with 1,000 trading stamps.

All details regarding this campaign are being mailed to each employee this month.

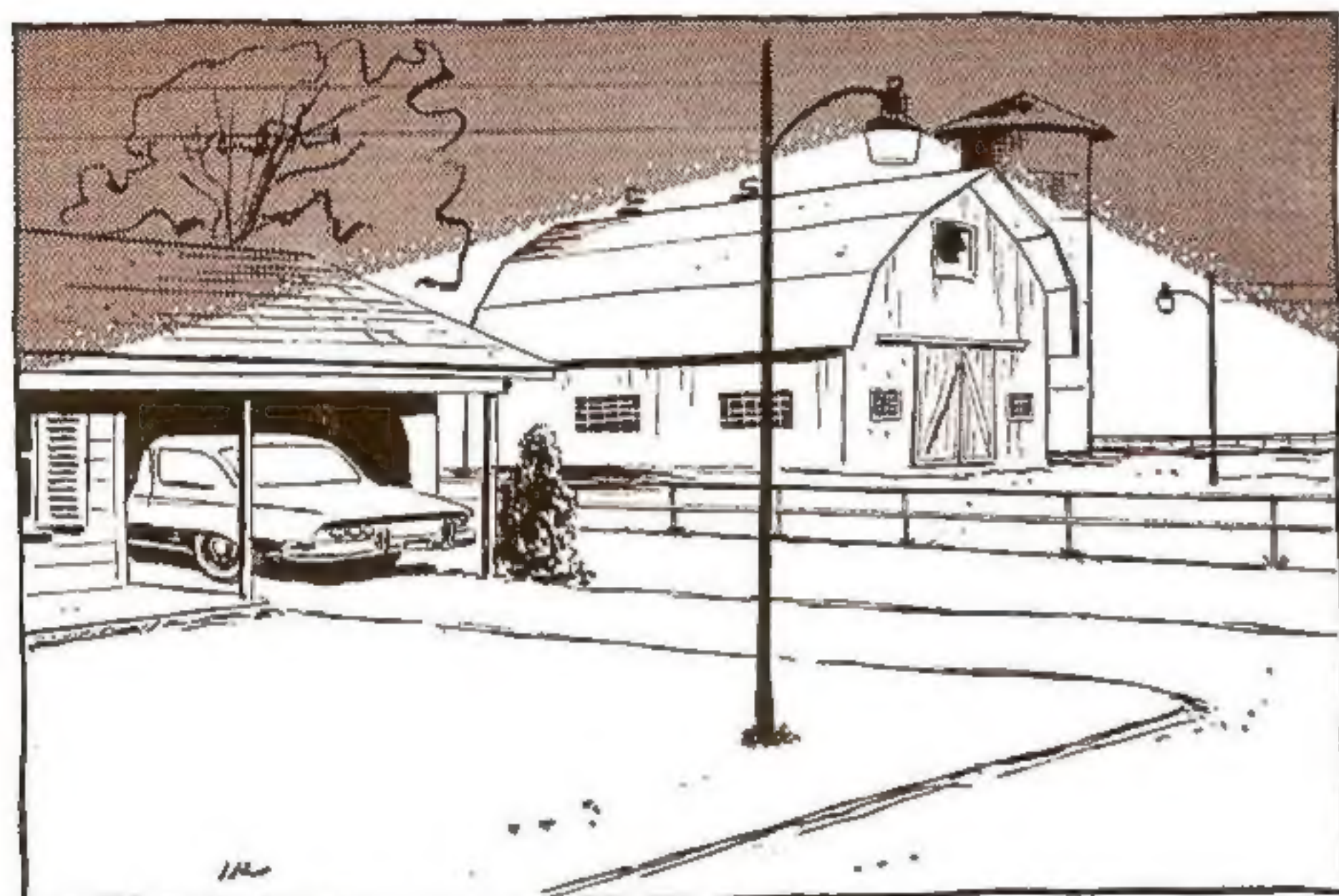
CONTEST RULES

Here's the information you will need to qualify for your trading stamps:

- (1) This unit is intended primarily for rural installations.
- (2) Location of unit is subject to approval of division sales superintendent.
- (3) Turn in only prospects whom you have contacted personally and whom you have determined are bonafide prospects.
- (4) A sales representative will take care of the final sales call and having the contract signed by customer.
- (5) If in doubt about whether a person is in an area where we want to install this service, check with your local sales department before contacting this person.
- (6) All prospect forms must be dated and signed by prospect.
- (7) Prospect card must be in possession of sales department representative by midnight, April 30. To establish a definite date for completing stamp purchases and closing the campaign, all contracts must be signed and all stamp requests sent to System Sales by May 15.
- (8) In case of duplicate prospect cards the date will determine who obtains the stamps. Identical dates or other questions will be decided by division sales superintendent.
- (9) Units are installed only on our poles where existing secondary is available and space permits safe installations.
- (10) If a customer should desire an additional pole and the location is within one span of our existing secondary facilities a charge of \$50 will be made for the installation.

As a result of last year's campaign, 2,291 rural nightwatch units were installed on our system. This meant that some very hard-working, hard-selling GSUsers earned themselves 2,921,000 trading stamps.

If you didn't get your share last year, now is the time to interest your friends in installing one of these Mercury Nite-Lite units.



Available to our Rural Customers...

Rural Nightwatch Lighting Service

(For Just Pennies a Night)

For just about \$3.25 a month, added to your electric bill, Gulf States will install and maintain for your personal use a new Mercury Nite-Lite.

This durable and powerful outdoor unit, especially designed for rural dwellers, is equipped with a built-in photoelectric cell which automatically turns the light on at dusk and off at dawn.

Consider some of the many advantages which this low-cost illumination can give you...

- Eliminates darkness that invites prowlers
- Makes driveways safe and easy to find
- Adds more light hours to your work and play

Get details on this Rural Nightwatch Lighting Service at your nearest Gulf States office. No obligation, of course.

- Dusk to Dawn Lighting • Protection while you are away
- Safety and Security while you are home

GULF STATES UTILITIES COMPANY

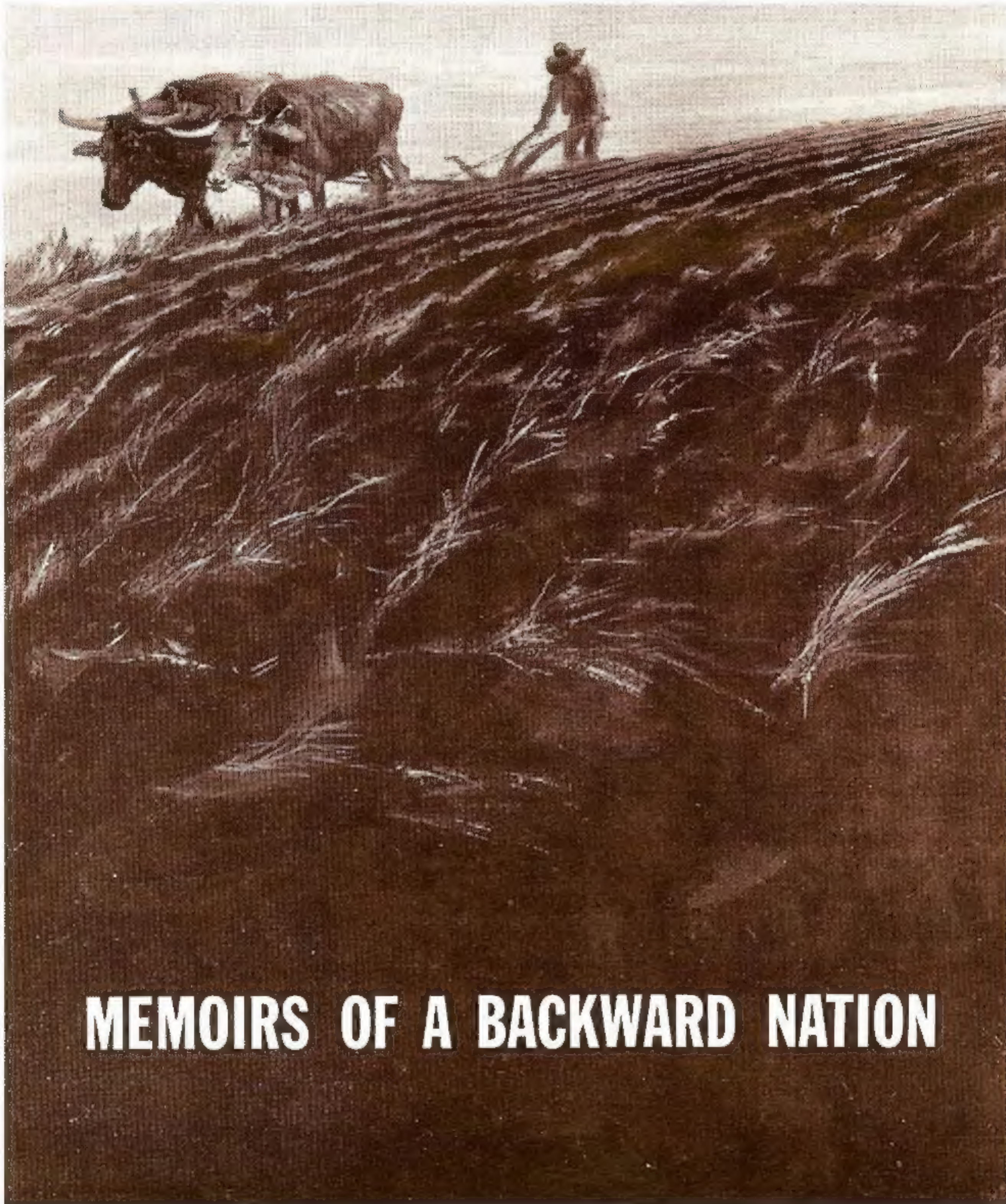
AFTER FIVE DAYS RETURN TO

*Plain
Talks*

P. O. BOX 2951
BEAUMONT, TEXAS

RETURN POSTAGE GUARANTEED

Bulk Rate
U. S. POSTAGE PAID
Beaumont, Texas
Permit No. 11



MEMOIRS OF A BACKWARD NATION

IN its beginnings, the United States was a "backward" nation—far behind other nations in population, capital, labor, roads, schools, technology and many other things.

But our Constitution gave us something that other nations did not have — a form of government that encouraged people to use their skills, savings and ideas to advance themselves, confident that the rewards they gained could not be arbitrarily taken away.

The result has been the finest record of industrial growth and achievement in history. For example, the investor-owned electric

power industry that we're a part of—financed by the savings of millions of investors — has made us the world's leading "electric nation." People like you and your neighbors, sharing in the ownership and management of their local electric company, help themselves, their communities and their country to get ahead.

Isn't it strange that people who think the Federal Government should own or manage this or any industry should consider their ideas "progressive"? Such ideas would set us back—instead of forward along the road that *proves* it leads to progress!